

DMA Consumer Choice Services

The DMA asks that all members abide by consumer choices for their marketing offers, regardless of the marketing channels used. The DMA provides several suppression file services to its subscribers to process as they prepare marketing and fundraising campaigns. These suppression services are as follows:

DMAchoice® / Mail Preference Service (MPS)

DMAchoice® is an online tool developed by the Direct Marketing Association to help consumers manage their mail. It is part of a larger program designed to respond to consumers' concerns over the amount of mail they receive, and it is the evolution of the DMA's Mail Preference Service, created in 1971.

This suppression file includes consumers who no longer wish to receive mail; consumers who are deceased; and consumers who are unable to make their own choices and are under the care of guardians. Consumers may add their names (up to 5) online at no-cost by going to www.dmachoice.org, or mail in their preferences by sending a \$1 administrative fee to the DMA.

DMAchoice is an effective means of purging your mailing lists of consumers who want to receive less advertising mail at home. If you are not already a subscriber, you should be. Using DMAchoice can be the single most important contribution your company or organization can make to preserve the information access that is the foundation of successful direct marketing.

Use of this file for prospects is a condition of Direct Marketing Association membership and is required as part of the DMA's Commitment to Consumer Choice. In addition, mailing smarter is one of DMA's Green 15 Environmental Resolutions.

WHY?

- You save valuable marketing dollars; unresponsive consumers are costly and resentful.
- Subscribing is good for industry government relations.
- Subscribing to the leading mail preference service is smart customer relations.

For purposes of DMAchoice, direct mail is currently divided into four categories: Credit Offers--this section goes to the federally-required prescreened credit offers opt-out page (see optoutprescreen.com). Consumers wanting removal from pre-screened credit offers are referred directly to the credit bureaus' opt-out service. The other categories are Catalogs, Magazine Offers, and Other Mail Offers (which includes nonprofit mailings). Consumers can request name-removal from an entire category at once, or from all three of the managed categories. Once you become a subscriber to DMAchoice, each month you will receive the full consumer opt-out file and the monthly updates. The full file is a complete list of all consumers who have registered with the service in the past 5 years and it replaces all previous files. The monthly updates include all consumers registering during the previous month (additions). Deletions are recorded on the full file only.

Using the File

Match up the DMAchoice file against all prospect lists you use, as well as your house list when it is rented out. You need only remove the names checked with the category relevant to your business. For instance, if you are a magazine publisher, you only need to remove the consumers who indicated the “publisher” category.

Deceased Do Not Contact List

The Deceased Do Not Contact List (DDNC) is a consumer service instituted in October 2005, sponsored by the Direct Marketing Association (DMA). The former contact information for deceased individuals is entered into our Mail, Telephone and E-mail Preference Services, and offered as a Stand-Alone file so that marketers can suppress them from marketing lists. On Preference Service files, the information for deceased individuals will be flagged so marketers will be able to run those specific names against their prospect marketing lists.

HOW DO I USE THE DDNC INFORMATION FOUND ON THE PREFERENCE SERVICE FILES?

While the names of living individuals registered on MPS, TPS or e-MPS will stay on the Preference Service files for only five years, the names of deceased individuals will remain on the files permanently.

To assist you in removing the names of the deceased, they will be included on each preference service file, but they will be flagged (last position of each Deceased record will contain a “D”). Marketers must remove all flagged records from prospect marketing solicitation lists

WHAT IS THE STAND ALONE DDNC FILE?

Even though the names of the deceased are included free of charge on the existing DMA Mail, Telephone and E-mail Preference Service files, for your convenience, the DMA is also making available a separate file of individuals who have been registered on our DDNC database. The data will include their name, address, phone, e-mail address, date of death and age at time of death. A nominal yearly subscription fee is charged for this new file should you need it.

Telephone Preference Service

The Telephone Preference Service includes the official state Do Not Call Lists from the Commonwealth of Pennsylvania and the state of Wyoming. The DMA’s Telephone Preference Service is an easy and cost-effective way to scrub your calling lists of consumers who do not want to receive telemarketing calls at home.

State Do-Not-Call Requirements

Subscribing to the DMA’s TPS file is necessary to remain in compliance with state mandated do-not-call requirements for the Commonwealth of Pennsylvania and Wyoming. Please note that except for these states, the state mandated do-not-call files and the FTC lists are NOT part of the Telephone Preference Service file. (Further information on how to obtain other state do-not-call lists is available at their State Attorney General’s websites. Further information on how to obtain the FTC list is available from the FTC at <https://telemarketing.donotcall.gov/>)

DMA E-Mail Preference Service (E-MPS)

State legislation aimed at restricting marketers’ access to potential customers continues at an alarming rate. Direct marketers must respond today to consumer requests for choice in how much e-mail they receive. Irritating consumers who might be receptive to hearing from marketers in other media or who might buy from them directly without being solicited, decreases your chances of maintaining good relationships with your customers. It could also cause your email to be classified as spam.

The DMA's E-Mail Preference Service offers two solutions to this:

- E-MPS Suppression File
- E-MPS Cleaning

The first is the E-MPS suppression file. This list consists of email addresses from consumers who have contacted the DMA and registered with E-MPS in order to reduce the amount of unsolicited commercial e-mail.

These e-mail addresses are entered into the E-MPS suppression file. All DMA members who wish to send unsolicited commercial e-mail must scrub their prospect e-mail lists of the individuals who have registered with E-MPS. Using E-MPS is not only good business, but is also a requirement for all DMA members under the Privacy Promise.

Pricing

Nonprofit organizations, please contact Alicia Osgood (AOSgood@thedma.org) at the DMA Nonprofit Federation. Special consideration on pricing is available to nonprofit organizations from the DMA's service provider Interactive Marketing Solutions.