



Consumer Fact Sheet MAIL PREFERENCE SERVICE (MPS)

WHO SPONSORS THE MAIL PREFERENCE SERVICE?

The Mail Preference Service (MPS) is sponsored by the Direct Marketing Association (DMA). Established in 1917, DMA is the oldest and largest global trade association serving the direct marketing community. Members of DMA, including nonprofit organizations, market goods and services directly to consumers using such media as direct mail and catalogs, telephone, magazine and newspaper ads, broadcast advertising, and the Internet.

DMA does not market consumer mailing lists, is not a list clearinghouse, and is not the source of consumer mailing lists.

WHAT IS THE PURPOSE OF MPS?

Many people enjoy receiving information in the mail about subjects that interest them or products and services they may need or want. Some consumers, however, would like to receive less advertising mail at home. MPS is designed to assist those consumers in decreasing the amount of unsolicited mail they receive at home from companies that market nationwide. Members of DMA, both commercial and nonprofit mailers, are required to use our name-removal service, and other companies and nonprofits are encouraged to use it.

HOW DO I REGISTER WITH MPS?

Consumers can register at DMA's consumer website: www.DMAchoice.org. There is a \$1 fee, payable by credit card, which verifies your registration and helps to protect our system against fraud. Registering online is the fastest way to see results.

Or, you can register for MPS by using the mail-in form: fill out the form with all required information, print it and mail with a \$1 check or money order (payable to DMA) to the address on the form. Processing by mail takes longer than online registration.

Names remain on the file for three years, after which time you may register again. Consumers are asked to register their names with MPS directly; bulk requests cannot be processed.

WHAT HAPPENS AFTER I REQUEST NAME REMOVAL?

When you register with MPS, your name is placed on a name-removal file, which is provided to organizations that subscribe to MPS. As of October 2007, organizations are required to use the most up-to-date file every month (instead of every quarter), which will allow for quicker name removal.

CAN CONSUMERS WHO LIKE TO SHOP BY MAIL LIMIT THEIR MAIL QUANTITY?

Yes. Inform your favorite catalogs, charities, magazine subscriptions and credit card providers that you do not want your name to be transferred to other direct marketers.

WILL REGISTRATION WITH MPS END ALL ADVERTISING MAIL?

No. MPS registrants will continue to receive mail from organizations with which they do business and from organizations that do not use MPS to clean their mailing lists. In addition, registrants may continue to receive mail from local businesses, professional and alumni associations, and political candidates and office holders.

Mail of a business-to-business nature received at your business address will also not be affected by registration with MPS. Business names and addresses are not placed on the file, and companies that send mail of a business-to-business nature do not use the MPS file.

In any of the above instances, write directly to the organization to request removal from that organization's mailing list.