

This document is a copy of the DMA 'Your Choice' information pack and has been added to the website for information only. Please note that if you wish to register with 'Your Choice', you will still need to request this information pack by sending an e-mail to yourchoice@dma.org.uk.

'Your Choice' Preference Service for Unaddressed Mail

Unaddressed material

Many local and national organisations like to communicate information to people using unaddressed mail and door-to-door material delivered directly to their homes. Such items can include free newspapers, free magazines, catalogues, information leaflets, advertising brochures & money-off coupons, local directories and free product samples.

Organisations who communicate in this way include local authorities, central government, utility companies (e.g. gas, water, electricity), public service organisations, charities, political parties, local education bodies, national brands, local shops and providers of local services.

These kinds of items are delivered to most homes within a given area and do not involve the householders name and address being asked for or kept on record.

Unaddressed mail or 'door-to-door' items (i.e. items that do not have individual names or addresses recorded on them) are delivered to homes by a number of different companies.

Direct Marketing Association

The Direct Marketing Association (DMA) is the trade body for the direct marketing industry. The majority of national distribution companies involved in the door-to-door delivery of unaddressed mail, as well as some local distribution companies, are members of the DMA.

DMA membership includes a proportion of free newspaper publishers and the majority of national door-to-door distribution companies, including Royal Mail.

Stopping delivery of unaddressed mail

Although the communications they carry are usually valued and informative, door-to-door distribution companies recognise that not everyone may want to receive these items.

Those that are members of the DMA, agree to abide by the expressed wishes of householders who do not wish to receive unaddressed material through their letterbox.

The following details explain how householders can exercise 'Your Choice' and ask distribution companies to stop the delivery of unaddressed mail to their homes.

This will not guarantee to stop all unaddressed mail or door-to-door material because some people who deliver items to you may not be members of the DMA. However, it should significantly reduce the amount of unaddressed mail householders receive.

Important note

It is important to note that neither distribution companies nor the individual deliverer or postman can be selective about which items of unaddressed mail they do or do not deliver. If a householder asks a distribution company to stop delivering unaddressed mail, then the company will cease to deliver all unaddressed mail items to that household.

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'Your Choice' Preference Service for Unaddressed Mail

Expressing 'Your Choice'

There are three simple steps for expressing 'Your Choice' to stop most unaddressed mail from coming through your letterbox. You can do some or all of the three steps, but before doing so, please read all the details on this fact sheet carefully to understand exactly what is involved.

This is what to do to stop most unaddressed door-to-door material coming through your letterbox:

1. To stop unaddressed items which are delivered by Royal Mail: Write to

Freepost RRBT-ZBXB-TTTS
Royal Mail Door to Door Opt Outs
Kingsmead House
Oxpens Road
Oxford
OX1 1RX
Tel: 08457 740 740
E-mail: optout@royalmail.com

2. To stop unaddressed material delivered by your local newspaper: Write to the publisher(s) of your local free newspaper(s) and ask them to cease delivering to your home. This will stop the delivery of the newspaper(s) and any unaddressed items that are delivered with the paper(s).

3. To stop unaddressed mail delivered by other DMA-member door-to-door distribution companies: Complete the following 'Your Choice' request form and return it to the DMA at the address shown. The DMA will then forward your request and your name and address to DMA-member door-to-door distribution companies – other than Royal Mail or publishers of local newspapers. A list of DMA door-to-door distribution member companies can be found on the Door-to-Door section of the DMA website: www.d2d.dma.org.uk.

Please note the following important points when exercising one or more of the above options:

- Your wishes to distribution companies should be made clearly and in writing.
- You should provide your name, full address with postcode and your telephone number.
- You should be over 16 years of age and have the approval of all other adult members of your household.
- The address for which you are asking deliveries to be stopped must be your personal address and not be shared by other households.
- The individual deliverer, or postman, cannot decide what you do, or do not receive.
- By taking this action, you may not receive local free newspapers or important items of information from the government, local authorities and utility companies.
- After you have made your request allow up to twelve weeks for the distribution company to be informed and for them to make the necessary arrangements.

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'Your Choice' Registration application form

To: The Direct Marketing Association

Please pass on my details, as recorded below, to DMA-member door-to-door distribution companies (other than Royal Mail and publishers of local newspapers) requesting them, on my behalf, to stop delivering items of unaddressed mail to my address. Deliveries should be discontinued as soon as is reasonably practicable.

I have read the accompanying fact sheet and understand that I should no longer receive unaddressed mail from these sources and that this may include local authority publications, communications from charities, local organisations, free magazines, catalogues, local information leaflets, brochures, free product samples, money-off coupons and offers, information from local traders and retailers, and other unaddressed communications.

I am aware that by taking this action I may not receive important information from the government, local authorities and utility companies.

I acknowledge that I may continue to receive unaddressed mail distributed by companies or individuals that are not DMA members as well as direct mail that is personally addressed and inserts in newspapers and magazines.

I understand that my details will be held on file by the distribution companies concerned and their agents and they reserve the right to contact me to verify the accuracy of this information.

I also confirm the following to be true:

- This is my personal address
- My address / letterbox is not shared by other households
- I am over 16 years of age
- I have the approval of all other adult household members to take this action

Mr/Miss/Mrs/Ms _____

Forename _____

Surname _____

Address _____

Town _____

County _____

Postcode _____

Telephone no. _____

Signed _____

Dated _____

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Please ensure that you have provided your full address, including your postcode and that you have signed the form. Then post the completed form to:

'Your Choice' Preference Scheme Dept.
Direct Marketing Association
DMA House
70 Margaret Street
London
W1S 8SS

Please allow up to twelve weeks for your request to be passed on to and acted upon by DMA member door-to-door distribution companies.