

‘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.

DMA

The DMA is the trade body for the data and 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 – Data and Marketing Association (UK).

DMA membership includes a proportion of free newspaper publishers and the majority of national door to door distribution companies, including The 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 do 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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Expressing ‘Your Choice’

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

Royal Mail Door to Door Opt Outs
FREEPOST RLZL-LHZH-JZHT
Royal Mail Customer Services
PO Box 740
PLYMOUTH
PL9 7YB

Tel: 0345 266 0858

Email: optout@royalmail.com

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).

2. 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 details to DMA-member Door to Door Distribution Companies - other than The Royal Mail or publishers of local newspapers. A list of DMA door to Door Distribution member companies can be found on the Door Drop section of the [DMA website](#).

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

- The registration lasts for a period of **2 years** after which time you will need to re-apply.
- Your wishes to distribution companies should be made clearly and in writing.
- You should provide your name, full address with postcode.
- 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.

There are three simple steps for expressing ‘Your Choice’ to stop most Unaddressed Mail from coming through your letterbox.

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Registration Application Form

To: Data & Marketing Association

Please pass on my details, as recorded below, to DMA–member Door to Door Distribution Companies (other than The 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 & offers, information from local traders & 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 or Magazines.

I understand that my details will be held on file by the distribution companies concerned and their agents and that 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 any other households
- I am over 16 years of age and I have the approval of all other adult household members to take this action

Mr/Miss/Mrs/Ms _____
 Forename (s): _____
 Surname _____
 Address _____

 Town _____
 Postcode _____
 Signed _____
 Date: _____

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

‘Your Choice’ Preference Scheme Dept.
 Data & Marketing Association
 Rapier House
 40 Lambs Conduit Street
 London
 WC1N 3LJ

Please allow up to 12 weeks for your request to be passed on to and acted upon by DMA–member door to door distribution companies.