MAILING PREFERENCE SERVICE

Helping you to make sure that the mail you receive is the mail you want.

BUYING BY POST

Each year, consumers buy millions of euro worth of products and services offered by post.

Receiving information by post has several advantages.

Shopping from home is convenient and enjoyable and can often bring you better value too. Direct mail can also give you the chance to take advantage of special offers or to obtain details of new products and services.

And, of course, many charities could not remain as active as they are without donations raised through the post.

However, although many people enjoy receiving infomation about products and services by post, it is true to say that not everyone welcomes such mailings.

THE MAILING PREFERENCE SERVICE

The Mailing Preference Service (MPS) is a free service set up and funded by the Irish Direct Marketing industry to:

- help consumers to have their names removed from mailing lists;
- allay any fears and miapprehensions about direct mail;
- promote good practice within the direct marketing industry.

YOUR RIGHT TO CHOOSE

The Mailing Preference Service exists to make sure that the people receiving direct mail are the ones who want it.

As responsible professionals, IDMA members are keen to make sure that information about our products and services reaches the people who may respond to it. The last thing we want is to waste money offering goods and services by mail to people who simply aren't interested.

If you would like to exercise the right not to receive personalised direct mail, simply complete and return the attached application form.

WHAT DOES THE MPS STOP?

Registering with MPS will stop most personally addressed unsolicited mail which is delivered to your home.

Personalised mail from companies with which consumers have done business in the past are not restricted by the MPS. If this mail is not wanted any more, it can be stopped by contacting the individual company direct.

The MPS cannot stop:

- unaddressed leaflets;
- non-personalised items addresse to "The Occupier" etc.;
- free newspapers;
- inserts in bills and magazines;
- personalised mailings from abroad.

BEFORE YOU MAKE YOUR DECISION...

Please bear in mind that taking your name off mailing lists now may prevent you from receiving information and offers about products and services which you may find of interest in the future.

If you wish to complete the attached application form, there are some points to remember overleaf which you should read.

MAILING PREFERENCE SERVICE APPLICATION DETAILS

I wish to register for the Mailing Preference Service and stop addressed unsolicited mail being sent to my home.

Title (Mr./Mrs./Ms. etc)

(Please use BLOCK CAPITALS)

First Names:

Surname

Address

If application is in respect of a deceased person please tick (✓) ☐

Applicant's Signature **Date**

If there are any common variations of your address, please supply details.

Alternative address variations

1. Address

2. Address

If others at this address also wish to register, please complete below.

Title (Mr./Mrs./Ms. etc)

(Please use BLOCK CAPITALS)

First Names:

Surname

Applicant's Signature

If application is in respect of a deceased person please tick (✓) ☐

Title (Mr./Mrs./Ms. etc)

(Please use BLOCK CAPITALS)

First Names:

Surname

Applicant's Signature

If application is in respect of a deceased person please tick (✓) ☐

Title (Mr./Mrs./Ms. etc)

(Please use BLOCK CAPITALS)

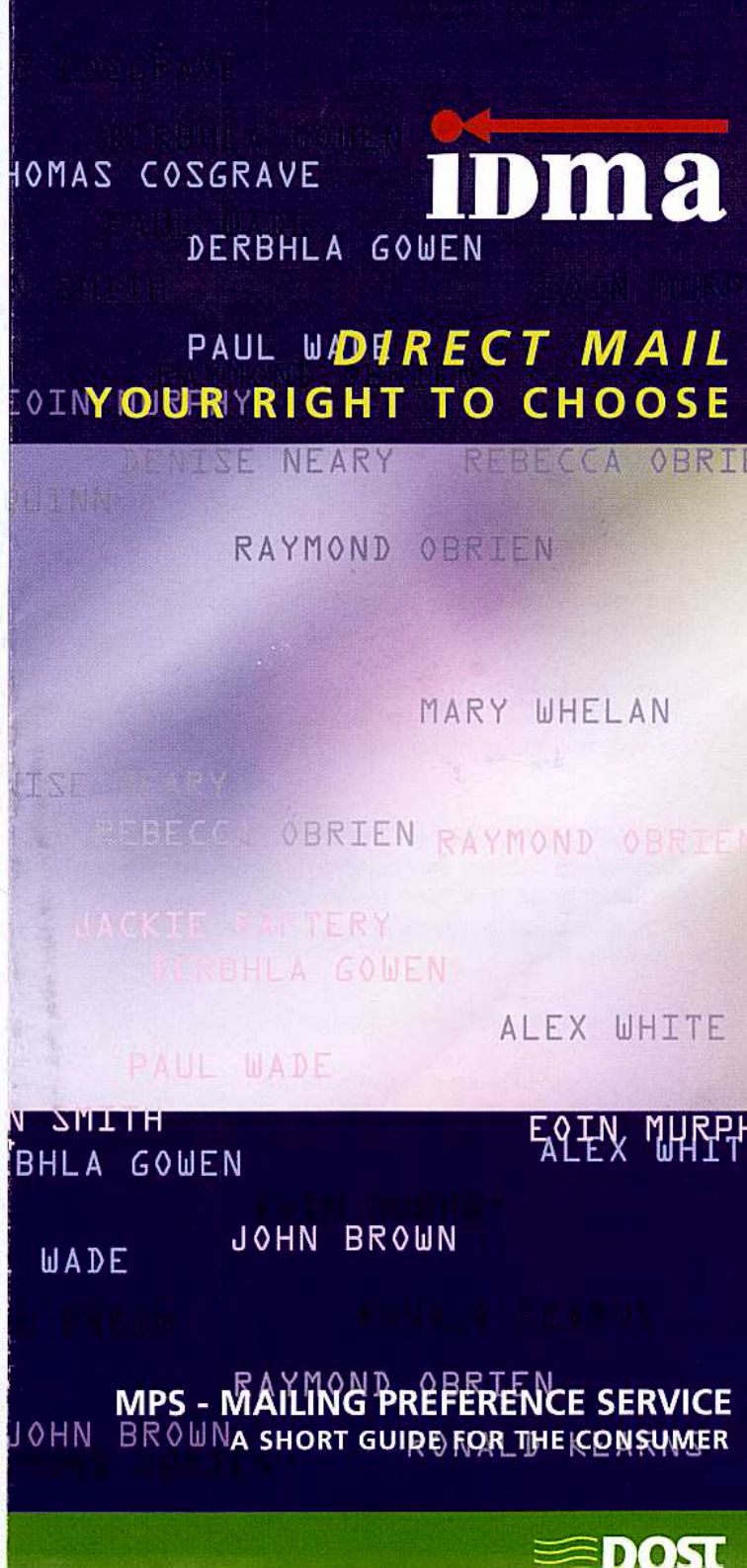
First Names:

Surname

Applicant's Signature

If application is in respect of a deceased person please tick (✓) ☐

Please send your completed application form in an envelope (no stamp required) to:
Mailing Preference Service
P.O. Box 5609, FREEPOST, Dublin 4.
For further information please telephone 01 661 3808

SOME POINTS TO REMEMBER...

- For practical administration reasons, it may take at least 3 months for the full operations of the MPS to be applied to your unsolicited mail.
- You will still receive personalised mailings from companies with whom you have done business in the past. If you wish to stop these mailings, you should contact the companies direct.
- Non-personalised material is not covered by MPS.
- If you are currently receiving personalised mailings with an incorrect version of your name and address, you should contact the mailer direct to correct this information.
- If you register with MPS, please remember to let us know of any future change of address.
- Your name will remain on the MPS file for five years. If you wish to remain on the MPS file beyond this date, you will need to renew your application at the end of the five year period.
- The MPS can only prevent mailings which are addressed exactly as the information which you supply for registration. If there are possible variations in the manner in which items can be addressed to you, you should supply such details when applying for MPS registration.
- To assist in the creation of an international MPS the details you supply may be passed on to recognised Mailing Preference Services in other countries.