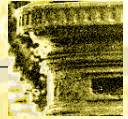


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Mailing Preference Service  
FREEPOST 29 LON20771  
London  
W1E 0ZT



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***THE MAILING PREFERENCE SERVICE  
PROVIDES A VALUABLE FREE SERVICE TO YOU -  
AND EVERYONE WHO WANTS TO HAVE A SAY  
ABOUT THE POST THEY RECEIVE.***

**A few points to remember...**

- Registering with the MPS is FREE.
- If you receive mailings that do not show your name and address accurately, please contact the mailer directly to correct your details.
- You can expect to receive mailings from companies with whom you have done business in the past. You may also receive mailings from small, local companies. If you wish these mailings to be stopped, you must notify these companies directly.
- It may take up to four months before you notice a significant change in the Direct Mail you receive.
- The MPS cannot stop unaddressed material from being delivered.
- Please let us know if you change your address.
- The MPS is a non-profit organisation.

***Our sponsors...***

- The Direct Marketing Association (UK) Limited
- Mail Order Traders' Association
- Royal Mail

***And our supporters...***

- Information Commissioner
- Office of Fair Trading
- Advertising Standards Authority
- Department of Trade and Industry
- The Home Office

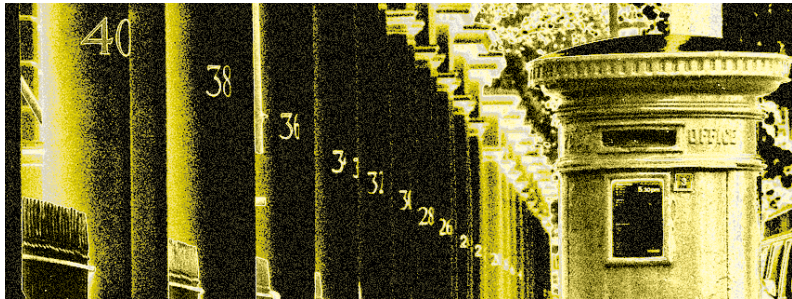
***.... SAFEGUARDING YOUR RIGHT TO CHOOSE THE POST YOU WANT***

**Mailing Preference Service, Freepost 29 LON20771, London W1E 0ZT  
email [mgs@dma.org.uk](mailto:mgs@dma.org.uk) [www.mpsonline.org.uk](http://www.mpsonline.org.uk)**

This leaflet is printed on environmentally friendly paper with wood from sustainable forests

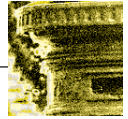


***TO RECEIVE THE MAIL YOU WANT ...***



***HERE'S WHAT YOU NEED TO KNOW - AND  
HOW TO REGISTER YOUR PREFERENCE.***





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***THE MAILING PREFERENCE SERVICE  
SUPPORTS YOUR RIGHT TO CHOOSE  
THE MAIL YOU WANT.***

How do you feel about receiving Direct Mail? Whether you want to say YES or NO, you can register your choice with the Mailing Preference Service now.

With UK consumers generating over £20 BILLION worth of postal sales per year, it's fair to say the majority welcome the information and special offers they receive by post. However, it's also understandable why some people might take a different view. And the MPS is here to make your choice known - so you get the mail you want and need.

With the backing of the Information Commissioner, the Mailing Preference Service supports your choice to have your name removed from or added to most Direct Mail Lists.

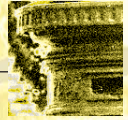
***ACTING ON YOUR BEHALF...***

Unwanted, unread Direct Mail has no place in anyone's home. And if you're not interested in receiving it, we will update our records for Direct Mail companies to see and adjust their lists as you request.

Many of the people who register their preferences with us have suffered a bereavement, and they simply want to stop future commercial mailings from being sent to the deceased.

As responsible professionals, Direct Mail companies don't want to upset anyone or waste time sending marketing messages that are not welcome. They respect your choice too. Equally true, they want to be careful not to waste valuable paper and postage. So registering your choice helps them market considerably, ethically and economically.

In fact, the Direct Mail industry supports your choice in another way. When Direct Mailers send volume mailings and use Royal Mail's Mailsort service, they pay a levy which helps fund the Mailing Preference Service and the way we safeguard consumers' rights.



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## ***A FEW FACTS TO CONSIDER BEFORE YOU DECIDE ...***

Since 1990, Direct Mail's popularity has almost doubled, with more companies and charities staying in touch by post.

- **For companies**, it's a good way to tell customers and prospects about new products, services and special offers that can save them money.
- **For charities**, it's an economical way to raise awareness and much-needed support.
- **And for consumers**, Direct Mail is a convenient way to shop from home... to take their time and make good decisions without pressure...and to get the products they want and need - often for less than they'd pay in shops.

**Remember, if your name is taken off Direct Mail lists, you could miss out. So before you say 'NO', you may want to reconsider.**

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## ***PUTTING YOUR CHOICE INTO ACTION ...***

The Mailing Preference Service can remove your name from up to 95% of Direct Mail lists OR have your name added to them. Understandably, it may take a few months, but you will see a noticeable difference in the post you receive.

Once you've made your choice, simply complete and return the Registration Form on the next page. (You won't need a stamp.) When we receive your Registration Form, we will notify all our licensed Direct Mail users of your decision.

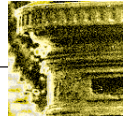
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## ***TO HELP YOU GET THE POST YOU WANT ...***

The Mailing Preference Service is a non-profit organisation - and since 1983, our main objective has been to encourage good relations between the Direct Mail industry and the general public. Whether or not your name appears on Direct Mail lists is your choice as well as an important condition of the British Codes of Advertising and Sales Promotion.

**To get the post you want, complete and return the Registration Form.**

Please note that in order to prevent unwanted mailings from abroad, our file containing the names and addresses of people registered with us may be sent under controlled conditions to countries outside the United Kingdom.



## REGISTRATION FORM

### Your Mailing Preference Service Registration Form

PLEASE COMPLETE THE APPROPRIATE SECTION IN BLOCK CAPITALS

#### **Section A - REMOVING YOUR NAME FROM DIRECT MAIL LISTS**

Completing Section A covers all members of a household with the same surname. Please supply your title and initials so we can write to confirm your registration. We will be unable to confirm without this information.

TITLE (Mr/Mrs/Miss/Ms/Dr) Other      INITIALS      SURNAME

ADDRESS

POSTCODE

If you have moved recently and wish to stop Direct Mail to your previous address, please complete the section.

ADDRESS

POSTCODE

#### **Section B - WHEN SOMEONE YOU KNOW HAS DIED**

Complete this section only if you wish to register a deceased person's name - AND others in the household wish to continue receiving Direct Mail. **Note: Please double check the next bit.**

DECEASED'S TITLE (Mr/Mrs/Miss/Ms/Dr) Other      INITIALS      SURNAME

ADDRESS

POSTCODE

#### **Section C - TO ADD YOUR NAME TO DIRECT MAIL LISTS**

This section should be completed by any member of the household who would like to continue receiving Direct Mail or be added to lists in order to receive more Direct Mail.

TITLE (Mr/Mrs/Miss/Ms/Dr) Other      INITIALS      SURNAME

ADDRESS

POSTCODE

#### **Please tick any areas of particular interest.**

Completing this section does not mean that you will receive mailings ONLY on the subjects you've ticked, but it will help ensure the Direct Mail you receive is more likely to be relevant.

- Home** - homes, gardens, DIY, furnishing, food, wine
- Leisure** - sound systems, music, books, cars, art, photography, collectibles, health
- Clothing** - fashion, ladies and menswear, shoes, jewellery, accessories
- Financial** - insurance, investment, property
- Sport** - camping, fishing, cycling, sailing
- Travel** - holidays
- Children** - toys, books, games, clothing
- Community services**

#### **YOUR SIGNATURE**

Once you've completed the section(s) you want, please sign your name below;

X SIGNATURE

DATE

