

## Consumer Name Removal Guide

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The first question frequently asked by a consumer is “How did my name get on a mailing list?” Consumer names come to be on mailing lists for a variety of reasons - often times because the consumer has purchased a home, shopped from a catalog, opted-in on a website, had a telephone number listed, or completed a survey. Here are some of the most common sources used to collect consumer names for direct marketing purposes:

- County Recorder/County Assessor Records
- Historical DMV and Automobile Registration Data
- Packaged Goods Purchases
- Census Data
- City Directories
- Telephone Directories
- Product Registration Cards
- Consumer Surveys
- Website Registrations

Many consumer list providers compile/collect data from a variety of sources, so identifying the point of origin is quite difficult. More importantly, consumer privacy is protected as single record lookups are not allowed (as per United States Postal Service® regulations). At times, a consumer may choose to stop receiving targeted direct marketing offers or may wish to prevent relatives from receiving marketing offers. While this will not eliminate all direct marketing, it will significantly decrease the amount of mail, catalogs, and invitation to apply offers that are received.

To ensure that the consumers’ preferences are known, we encourage registration with DMAchoice, a service exclusively for consumers by the Association of National Advertisers (ANA). Please visit <https://dmachoice.thedma.org/> for more information. Credible data compilers, including those that Deep Sync works with, do suppress the mail preference files provided by the ANA. We respect the wishes of consumers who choose not to receive direct marketing offers.

Please note that with any of these removal modalities, the request must come directly from the consumer – second- or third-party requests will not be honored. ***Additionally, you may continue to receive communications from companies with which you subscribe to and/or do business with. As not all organizations use DMAChoice, you may still continue to receive some mailings, including those from local and political organizations.***

- **The DMAChoice Service**

The DMAChoice Service is the official mail preference service for the catalog and direct marketing community and is fully supported by the United States Postal Service. By utilizing DMAChoice, consumers can set preferences for the types of mail they would like to receive in addition to adding or removing their names from individual commercial and non-profit lists. The registration will remain valid for ten years.

Consumers can get additional information and register by visiting: <https://dmachoice.thedma.org/>

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- **The Email Preference Service (eMPS)**

The Email Preference Service is designed to assist consumers in reducing the amount of unsolicited commercial email they receive. ANA members who wish to send this type of email must utilize the eMPS list prior to distribution. Consumers should be aware that eMPS will not stop all unsolicited emails – they will continue to receive emails from companies with which they do business and advertisers and/or groups that do not use eMPS to clean their email prospecting lists. The registration will remain valid for six years.

Consumers can register by visiting: <https://www.ims-dm.com/cgi/optoutemps.php>

- **The Deceased Do Not Contact List (DDNC)**

The Deceased Do Not Contact List is in place for family members, friends, and caretakers who are seeking to remove the names of deceased individuals from commercial marketing lists. All ANA members are required to honor the DDNC and receive updates at least every three months. Consumers will need to supply the following details regarding the decedent: full name, address, month and year of death, and the age at the time of death.

Consumers can register by visiting: <https://www.ims-dm.com/cgi/ddnc.php>

- **The Do Not Contact for Caregivers (DNCC)**

The Do Not Contact for Caregivers List is in place for family members, friends, and caretakers who are seeking to remove the names of individuals in their care from commercial marketing lists. All ANA members are required to honor the DNCC and receive updates at least every three months. The registration will remain valid for three years.

Consumers can register by visiting: <https://www.ims-dm.com/cgi/dncc.php>

- **Opt-Out from Pre-Screened Credit Offers**

Consumers can choose to opt-out from receiving pre-screened credit and insurance offers by visiting <http://www.optoutprescreen.com> or calling 800-567-8688. Optoutprescreen.com is a free service to consumers offered by the major credit bureaus (Equifax, Experian, Innovis, and Transunion). The online registration will remain valid for five years or consumers can opt-out permanently via mail.

- **National Do Not Call List (DNC)**

The National Do Not Call List is managed by the Federal Trade Commission (FTC) and is enforced by the Federal Communications Commission (FCC). The DNC gives consumers an opportunity to limit the telemarketing calls they receive. The registration will not expire.

Consumers can register by visiting <http://www.donotcall.gov>.

Consumers should be aware that they may continue to receive unsolicited calls for up to 31 days following their registration. Additionally, they will continue to receive calls from organizations

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and/or groups that are considered exempt from the DNC – political organizations, charities, telephone surveyors, non-commercial/non-solicitation calls (typically public service announcements), and companies with which there is an existing business relationship.

### Direct Requests

In addition to registering with the DMAChoice Service, some consumers may wish to contact the primary direct marketing data compilers directly.

- **Acxiom**

Consumers may opt-out of Acxiom’s consumer marketing list by using an online form at <https://isapps.acxiom.com/optout/optout.aspx>. Consumers should direct privacy and opt-out related questions to [consumeradvo@acxiom.com](mailto:consumeradvo@acxiom.com).

Acxiom’s online privacy policy may be viewed at: <https://www.acxiom.com/about-us/privacy/privacy-policy-www-acxiom-com/>

- **Epsilon**

Consumers may opt-out of Epsilon’s consumer marketing list by visiting <https://us.epsilon.com/consumer-information#Display>.

Epsilon’s online privacy policy may be viewed at: [https://www.epsilon.com/en\\_US/privacy-policy.html](https://www.epsilon.com/en_US/privacy-policy.html)

- **Experian**

Consumers may opt-out of Experian’s consumer direct marketing list by visiting [http://www.experian.com/privacy/opting\\_out.html](http://www.experian.com/privacy/opting_out.html).

Experian’s online privacy policy can be viewed at: <http://www.experian.com/privacy/index.html>

- **Infogroup**

Consumers may opt-out of Infogroup’s consumer marketing list by visiting <https://www.infogroup.com/consumer-choice/>

Infogroup’s online privacy policy can be viewed at: <http://www.infogroup.com/privacy-policy>

- **Wunderman Data Products**

Wunderman Data Product’s online privacy policy can be viewed at: <https://www.kbmg.com/about-us/privacy/>

- **RetailMeNot (Valassis and formerly RedPlum.com)**

Consumers may opt-out mailings using an online form by visiting <https://www.retailmenot.com/everyday/unsubscribe>

The Valassis online privacy policy can be viewed at: <http://www.valassis.com/about-us/privacy-policy>.