



Consumer Name Removal

**Guidance for Consumers Interested in Removing Their
Data from Direct Marketing Lists**

December 2023

Overview

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 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:

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

Many consumer list providers collect/compile data from a variety of sources, so identifying the point of origin is quite difficult. More importantly, consumer privacy is protected as single record look-ups are not allowed (as per United States Postal Service® regulations).

At times, a consumer will choose to stop receiving targeted direct marketing offers or may wish to prevent relatives from receiving such 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.

DMACHoice and Associated Services

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://www.dmachoice.org/> for more information. Credible data compilers, including those that the Deep Sync family of brands works with, do suppress the Mail

Preference file 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- and third-party requests will not be honored. **Additionally, consumers may continue to receive communications from companies/organizations they do business with, donate to, and/or subscribe to. As not all companies/organizations use DMAChoice, consumers may continue to receive some mailings, including those from local and political organizations.**

DMAChoice

DMAChoice 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 nonprofit lists.

Access additional information and register by visiting <https://www.dmachoice.org/register.php>. The registration will remain active for ten years.

Email Preference Service (eMPS)

The Email Preference Service is designed to aid 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.

Access additional information and register by visiting <http://www.dmachoice.org/EMPS/>. The registration will remain active for ten years.

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 monthly. 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.

Access additional information and register by visiting

https://www.ims-dm.com/cgi/ddnc_form.php.

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 monthly.

Access additional information and register by visiting

<https://www.ims-dm.com/cgi/dncc.php>.

Opt-Out Prescreen

Opt-Out Prescreen is the official consumer credit reporting industry's website to accept and process requests from consumers that choose to opt out from receiving prescreened credit and insurance offers. The site is supported by the major credit bureaus (Equifax, Experian, Innovis, and Transunion).

Access additional information and register by visiting <http://www.optoutprescreen.com>. The registration will remain valid for five years (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.

Access additional information and register by visiting <http://www.donotcall.gov>. The registration will not expire.

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 and/or groups that are exempt from the DNC, including 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 aforementioned services, some consumers may wish to contact the primary compilers directly. Please note that all ANA members, as a condition of membership, are required to suppress the names and addresses of individuals who have notified the ANA that they do not want to receive advertising by mail.

Acxiom

Consumers may opt out of Acxiom's consumer marketing lists by using the company's online form at <https://isapps.acxiom.com/optout/optout.aspx>. Acxiom's Privacy Policy may be viewed online at <https://www.acxiom.com/about-us/privacy/>.

Choreograph (formerly KnowledgeBase Marketing Group)

Consumers may opt out of Choreograph's consumer marketing list by using the company's online portal at <https://cpp.choreograph.com/manage-your-data>.

Choreograph's Privacy Policy may be viewed online at <https://www.choreograph.com/global-privacy-policy/global-privacy-policy-english/>.

Data Axle (formerly Infogroup)

Consumers may opt out of Data Axle's consumer marketing lists by using the options available online at

<https://www.dataaxleusa.com/about-us/infogroup-consumer-choice-and-resource-center/>. Data Axle's Privacy Policy may be viewed online at <https://www.dataaxleusa.com/about-us/privacy-policy/>.

DatabaseUSA

Consumers may opt out of DatabaseUSA's consumer marketing lists by accessing the "Do Not Sell My Personal Information/Your Privacy Choices" option at the bottom of the DatabaseUSA homepage at <https://databaseusa.com>. DatabaseUSA's Privacy Policy may be viewed online at <https://databaseusa.com/index.php/privacy-policy/>.

Epsilon

Consumers may opt out of Epsilon's consumer marketing list by using the company's online form at <https://legal.epsilon.com/dsr/>. Epsilon's Privacy Policy may be viewed online at <https://legal.epsilon.com/us/NA-products-privacy-policy>.

Experian

Consumers may opt out of Experian's consumer marketing lists by using the options available online at https://www.experian.com/privacy/opting_out. Experian's Privacy Policy may be viewed online at <https://www.experian.com/privacy/us-consumer-data-privacy-policy>.

RetailMeNot (formerly RedPlum)

Consumers may opt out of RetailMeNot's consumer marketing list by using the company's online form at <https://dsar.retailmenot.com/>. RetailMeNot's Privacy Policy may be viewed online at <https://www.ziffdavis.com/shopping-privacy-policy>.

Vericast (formerly Valassis)

Consumers may opt out of Vericast's consumer marketing list by using the company's online form at https://hch.service-now.com/privacy?id=anon_csmr. Vericast's Privacy Policy may be viewed online at <https://www.vericast.com/privacy-policy-2023/>.

Deep Sync Opt-Out Options

Consumers electing to remove (or suppress) their record from Deep Sync properties (including Compact Information Systems, ASL Marketing, HomeData, AccuData Integrated Marketing, and College-Bound Selection Service) should submit an email to privacy.compliance@deepsync.com with the name and address to be removed (as it appears on the mail piece received). With this option, the consumer will not receive a confirmation.

Alternatively, the consumer can:

- Visit Deep Sync's online webform at <https://privacy.deepsync.com>
- Submit a request via phone by calling 800-371-7080