

HOW TO REDUCE OR ELIMINATE JUNK MAIL

1. Contact Direct Mail Association

To eliminate a majority of junk mail, go to www.dmachoice.org and click on Consumer Assistance (www.dmachoice.org/consumerassistance.php.) Log in and fill out on-line form to remove name for free or fill out on-line form to mail in for \$1 per variation. Main phone 212-768-7277, ext. 1888.

They will keep your info on record for 3 years but it may take up to 6 months before most everything cycles out. However, removing from DMA will not end solicitations from all local merchants, religious and charitable associations, professional and alumni associations, politicians, and companies with which you conduct business. To eliminate mail from these groups - as well as mail addressed to "occupant" or "resident" - write directly to each source.

2. Greendimes.com

Reduces junk mail at no charge, or can purchase GreenDimes Premium Service for \$20 to monitor account and other features. Plants 5 trees if sign up for the premium service. www.greendimes.com

3. Catalogchoice.com

Another resource to eliminate junk mail, etc. Go to www.catalogchoice.com

4. Valassis (formerly ADVO Systems)

Largest provider of home-delivered print advertising. To remove your name from their mailing list, call 888-241-6760 or go to www.advo.com/consumersupport.html and fill out information on-line, or print out their form and mail to: (must update every 5 years or when you move)

Valassis Direct Mail, Inc.
Consumer Assistance
P.O. Box 249
Windsor, Connecticut 06095

5. Credit Bureaus/Opt-Out of Credit and Insurance Solicitation

The 3 major credit bureaus, Equifax, Experian and TransUnion all belong to the Direct Mail Association (DMA). So once you have contacted DMA with your request to be removed from lists, DMA will your request to all 3 bureaus. However, you may also want to specifically opt out of credit and insurance solicitation and can contact **888-567-8688** or go to www.OptOutPrescreen.com

Also, Experian does provide a phone number where you can actually talk to a live human being to get removed! Call 800-228-4571 and ask for Consumer Services.

6. Info USA/Donnelley Marketing, Inc.

Compiles data from real estate deeds, telephone directories, fishing licenses and more. Write to:

Info USA
Attn: Consumer Requests
1020 East First St.
Papillion, Nebraska 68046
888-322-5323 for a live operator

7. Contact Your Credit Card Companies

Call all of the companies with whom you have credit cards and request that they do not rent, sell or trade your name. Also, when these companies send you privacy information, check to see if you can Opt Out from being sold to 3rd party vendors.

8. Additional and Valuable Miscellaneous Ways to Reduce Junk Mail

A. Call your bank, investment institutions, phone company, etc. and sign Opt Out option so you won't be sold to 3rd party vendors, etc.

B. For catalogs, etc. you still want, call each one of them (number is usually on the back cover), and make sure to tell them you want the catalog but that you do not want them to rent, sell or trade your name. If you receive catalogs that you never requested, call them up. There is typically a code on the back of the catalog and they can usually tell how they got your info. (If you do not get any help, ask to speak with a supervisor and be firm with them!) You can get off the catalog mailing list and also call the agency who sold you in the first place to tell them not to rent, sell or trade your info.

C. Call the charity/non-profit organizations to whom you donate and talk to either the Development Director or Membership person and make sure they note on their database to never rent, sell or trade your information. Non-profits are notorious for trading member lists without members knowing or permission.

D. When you get solicitation from a non-profit organization and you have no idea why you are on their mailing list, call them up and speak with the Development Director or Membership person and ask how they got your name. Typically, there is a code on the back of or on the mailing label of the material that was sent out and they can tell where it came from. Then make sure that that non-profit as well as the one who sold you originally either takes you off their list entirely, or doesn't rent, sell or trade your info.

E. Whenever you join a charity/non-profit, or contribute, or sign up for a merchandise catalog, make sure to include a note or speak with someone to make sure that from the very beginning, they do not rent, sell or trade your name. Otherwise, they will.

F. Stay on top of what's still coming and call individual mailings if needed. Most catalogs are printed or ordered for 3 mailings so it can take from 3-6 months for them to stop coming.

9. Additional Helpful links

<http://environment.about.com/od/greenlivingdesign/a/junkmail.htm> (with other links)

http://www.ci.east-palo-alto.ca.us/recycling/special_programs.html