

**Are you tired** of the constant stream of junk mail, telemarketing calls, and junk e-mails that have become more and more prevalent lately? You have a way to fight back. By following just a few simple steps, you'll soon see a substantial decrease in these unwanted "messages."

### ***Mailing Lists***

To reduce unwanted mail, sign up with the free Mail Preference Service, a free service operated by the Direct Marketing Association (DMA), [www.dmaconsumers.org](http://www.dmaconsumers.org).

They will instruct their members to remove your name from their lists, and within a few months the advertising mail you receive should decrease. Please note that MPS will not affect most mail addressed only to RESIDENT or OCCUPANT, advertisements from local companies,



or mail from companies with which you already do business. To be removed from these lists you will have to contact the company directly.

To remove your address from mail solicitation lists, send a short letter that includes your name, address, city, state, zip code and your signature to:

**Mail Preference Service  
Direct Marketing Association  
P.O. Box 643  
Carmel, NY 10512**

[www.dmaconsumers.org](http://www.dmaconsumers.org)

Once you are registered, your name will remain on the list for five years. You may re-register after that time.

### ***Pre-Approved Credit Offers***

Since 1997, the major credit reporting companies have offered an "opt-out" program available to anyone who wants to remove their name from mailing lists for pre-approved offers of credit. You can contact the credit reporting companies – TransUnion,

Equifax, and Experian – or call 1-888-5OPT OUT (1-888-567-8688). You will be given the choice to opt out for two years or permanently. If you choose the latter, you will be mailed a Notice of Election to opt out permanently, which you must sign and return to activate your permanent opt out.

### ***Do Not Call Lists***

To have your phone number placed on the Pennsylvania "Do Not Call" list, call 1-888-777-3406, or go to the website at [www.nocallsplease.com](http://www.nocallsplease.com). The site will explain enrollment and enforcement.

The Federal Trade Commission requires that telemarketers honor "Do Not Call" requests for ten years.

Financial penalties for telemarketers who violate these requests can range up to \$10,000.



## ***Unsolicited E-Mail***

The Direct Marketing Association recently launched a new E-Mail Preference Service to help reduce



unsolicited commercial e-mails, or “spam”.

To opt out of receiving unsolicited commercial e-mail, use the DMA’s online registration form at [www.e-mps.org](http://www.e-mps.org). Your request will remain in effect for one year.

The Pennsylvania Attorney General has established a website to educate consumers and to assist them in reporting possible violations of this new law:

<http://spam.attorneygeneral.gov>.

They have also developed special complaint forms to report “junk” e-mail messages and unwanted faxes.

***Remember –  
You can take control of your  
mail, telephone, and e-mail  
by taking positive action  
through the steps outlined in  
this brochure!***



***The material in this brochure is for  
informational purposes only.  
It is meant to give you general  
information and  
not specific legal advice.***

***Provided as a public service by  
The Bucks County Commissioners***

## **OPTING OUT**

***Reducing Junk Mail, Spam  
and  
Telemarketing Calls***



***County of Bucks  
Department of  
Consumer Protection/  
Weights and Measures***

**1260 Almshouse Rd, 4<sup>th</sup> Floor  
Doylestown, PA 18901**

**215-348-6060  
1-800-942-2669**

**[www.buckscounty.org](http://www.buckscounty.org)**