

Protecting Wisconsin Consumers for 75 Years

Unwanted junk mail, calls and emails

Do you feel overwhelmed by the flood of junk mail and telemarketing calls you receive? Experts estimate that Americans receive almost two million tons of junk mail every year, with the average person spending eight full months of his or her life just opening it. Telemarketing calls are also time-consuming and irritating.

How do companies even get your name? It is probably part of a national advertising list used by direct marketers. Direct marketers sell their goods and services directly to consumers by using mail, catalogs, and telemarketing. The advertising lists are compiled from many sources and then sold to the direct marketers to use in marketing campaigns.

Aside from the annoyance of receiving unwanted mail, many consumers are concerned about the amount of paper used to print the catalogs, advertisements, contest announcements, and other junk mail received on a daily basis.

Reducing junk mail

- **Sexually oriented** – to avoid getting sexually oriented mail, fill out Prohibitory Form 1500 at your local post office. The form **must** be filled out by the person to whom the mail is addressed. To complete Form 1500, you must include the envelope and entire contents of the sexually oriented mail, sign the front of the envelope, indicate the date it was received, and attach it to the form.

- **Direct mailings** – to reduce other types of mail, write directly to the companies that are sending you the junk mail and tell them to stop (*A sample letter is on the back*).

- **Mailing lists** – you can eliminate your name from large mailing lists which are sold to direct mail marketers. Your name will usually stay on the removal list for three years; then your name must be registered again. Register free at: www.DMAchoice.com. Or write to:

DMAchoice
Direct Marketing Association
Box 643
Carmel, NY 10512

A sample registration form is on the back of this fact sheet. Include \$1 for each completed form-make check or money order payable to DMA. Please do not send cash.

- **Credit card offers** – you have the right to opt-out of unsolicited credit card offers under the Fair Credit Reporting Act by visiting the Opt Out website at: www.optoutprescreen.com or by calling 1-888-567-8688.

Reducing unwanted email

- The Email Preference Service (eMPS) is a consumer service sponsored by the Direct Marketing Association (DMA). To get off email lists, you may register with the eMPS removal file online at: www.ims-dm.com/cyi/optoutemps.php Registration is free, and is

effective for five years, after which you must register again.

Reducing unwanted calls

- Add your home and mobile telephone numbers to the Wisconsin No Call List by calling 1-866-9NOCALL (1-866-966-2255), or by visiting the Wisconsin No Call website at: NoCall.Wisconsin.gov. This is a free service. Your number will remain on the list for two years. To ensure uninterrupted service you will need to renew your registration, by calling or on the website, at least two months before it expires.
- Register home and mobile residential numbers on the National Do-Not-Call registry at no cost by visiting: www.donotcall.gov or by calling 1-888-382-1222. You must call from the phone number you wish to register.

For more information, or to file a complaint, contact the Bureau of Consumer Protection at:

(800) 422-7128

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PO Box 8911
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(608) 224-4976

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TTY: (608) 224-5058

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WEBSITE: www.datcp.state.wi.us

