

Consumer Name Removal Guide

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:

- 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 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 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 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://www.dmachoice.org/> for more information. Credible data compilers, including those that AccuData Integrated Marketing 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- or third-party requests will not be honored. Additionally, you may still continue to receive communications from companies with which you patronize, donate to, and/or subscribe to. Not all marketers use DMAChoice, you may continue to receive some mailings, including those from local businesses, nonprofits (as well as companies representing nonprofits), and political organizations.

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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. Register by visiting <https://www.dmachoice.org/register.php>. The registration will remain valid 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. Register by visiting <http://www.dmachoice.org/EMPS/>. The registration will remain valid for five 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 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. 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 at least every three months. Consumers can register by visiting <https://www.ims-dm.com/cgi/dncc.php>. The registration will remain valid for three years.

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Opt-Out from Prescreened Credit Offers

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). Consumers can 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. Consumers can 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.)

AccuData Integrated Marketing/AlumniFinder

Consumers may opt-out of AccuData's consumer marketing lists by using the company's online form. Consumers should visit <https://optout.accudata.com/request/opt-out>. AccuData's Privacy Policy may be viewed online at <https://www.accudata.com/wp-content/uploads/2019/12/AccuData-Privacy-Policy-01.01.2020.pdf>.

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Acxiom

Consumers may opt-out of Acxiom's consumer marketing lists by using the company's online form. Consumers should visit <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 form. Consumers should visit <https://privacyportal-de.onetrust.com/webform/64853de7-0f2c-4b42-b99c-a04da5e8e2de/fe8c02f9-135c-48ca-a816-8ac8fef7a959>. Choreograph's Privacy Policy may be viewed online at <https://www.choreograph.com/global-privacy-policy/>. Their Website Privacy Policy may be viewed online at <https://www.choreograph.com/website-policy/>.

DatabaseUSA

Consumers may opt-out of DatabaseUSA's consumer marketing lists by emailing consult@databaseusa.com. Consumers should include the following information with their request: first and last name, current address, and addresses in the past five years. 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. Consumers should visit <https://legal.epsilon.com/dsr/>. Epsilon's Privacy Policy may be viewed online at <https://www.epsilon.com/us/privacy-policy/>.