



DMACHoice: **Essential Information for Members - Including FAQs**

November 2008

Purpose/Overview:

The purpose of DMAchoice (www.DMAchoice.org) is to support consumer preferences across all marketing channels. DMAchoice is a key self-regulatory component for the DMA. Members of all segments and channels of the DMA are working together to ensure consumer choice is honored for the future success of direct marketing.

The enhanced DMAchoice is a *portion* of our overall strategy against threats to direct mail – DMA’s self-regulatory efforts, along with DMAchoice, include the Commitment to Consumer Choice (CCC) and Mail Moves America (MMA). These changes were made in the best interests of the membership; DMA believes strongly that the viability of the direct mail community would be at risk if we do not collectively support consumer choice and responsible marketing.

- DMA’s Mail Preference Service has been in existence since 1971. It stops most new direct mail solicitations to prospects and reduces mail volumes by up to 80 percent. Last year alone, the service prevented over 930 million mailings and has been so successful that it has been replicated in dozens of countries around the world. DMAchoice already serves more than four million registered consumers and does not share consumer information with third parties.
- DMAchoice.org is an enhanced, more granular and – we believe – “best in class” preference site for promotional mailings.
- DMAchoice.org also includes DMA’s other preference services (e.g., Telephone Preference Service, eMail Preference Service, Deceased Do Not Contact, and Do Not Contact for Caregivers). Also at this site, DMA maintains important information for consumers on subjects, including prevention of ID theft, sweepstakes advertising, and rights when ordering by mail, telephone, and online.

Features and Benefits – DMA believes that no entity should come between consumers and companies/organizations and that is why – for the first time – DMAchoice offers a conduit for consumers through members’ own websites, toll-free numbers and mail. That way, companies can address individual preference requests directly by presenting themselves to consumers. Specifically, companies can address consumers’ preferences by reducing the volume of mail instead of complete name removal. Alternatively, companies may highlight specific brand opportunities or focus on environmentally-friendly seasonal offerings.

Trust – DMAchoice was developed by DMA, the leading global trade association of business and nonprofit organizations, with over 3,400 members, so no other site can match it in terms of reach or trustworthiness. All DMA members are required to run their

lists of prospective customers against DMAchoice and to remove those individuals from their prospective mailing campaigns.

Environmentally-friendly – By reducing the amount of unwanted mail, DMAchoice supports DMA’s commitment to sound environmental practices. Moreover, it provides a win-win for both consumers and companies/organizations, since the right thing to do makes business sense as well. For example, when marketers are able to reduce mail to those who do not want to receive it or want to receive less, they are able to focus their resources on mailing to those consumers who have not opted out or opted down.

Value – DMAchoice is free to online users; alternatively, consumers can register by mail for a nominal \$1 processing fee.

Privacy – DMA uses a consumer’s preference information ONLY for list suppression or addition. While other services may use names to raise money and/or launch anti-mail campaigns, DMA will never share consumer information with third parties and the information will be used solely to honor consumer preferences.

Ease of use/Efficiency – DMAchoice offers consumers a simple, step-by-step process that enables consumers to decide what mail they do and do not want. It provides categorical opt outs (prospects-only), instead of grouping all categories into one universal opt out. It also directly links the consumer to specific companies so that the consumer’s preferences can be managed by the companies chosen.

Relevancy – Consumers have the flexibility to choose which categories of mail they do/do not want, while companies can address the wide array of individual preference requests. For instance, some consumers may not want to receive year-round mailings, but rather, holiday mailings only. Companies can then respond to the consumer directly by adjusting their mailing schedules accordingly.

Questions and Answers:

Regarding Specific Changes

Q: What specific changes were made to the Mail Preference Service?

A: The major changes include:

Categorical opt outs – There is no longer a universal/global opt-out option for consumers. Instead, there are currently four *categorical* opt-out options: 1) pre-screened credit offers, 2) catalogs, 3) magazines, and 4) all other direct mail (which includes nonprofits).

Consumers who want to be opted out of the pre-screened credit card offers category are referred directly to the site managed by the major credit bureaus.

The overall plan is to have up to 7-9 categories in the coming months; discussions are underway with members of other segments.

Direct connection to members, including brand opt out/opt ins – Another change is that DMA is no longer collecting information regarding consumers’ preferences and passing it along to members. Instead, DMAchoice provides consumers with a link to members

through their websites, toll-free numbers, and/or mailing addresses. DMA members can list their company brands on the enhanced site, and allow consumers to directly opt out, opt down, or opt in.

Catalogs are handled differently – For the catalog category consumers have the option of either going directly to the members’ links to request opt out, opt down, or opt in. Or consumers can ask DMA to request their preferences on their behalf.

Q: Does DMA manage consumer requests for the magazine and “other” mail categories?

A: No, consumers are connected directly to marketers from the DMAchoice site.

Q: Will DMA manage requests for consumers if they so wish?

A: DMA will manage consumer preferences only for the catalog segment, and only if they wish us to do so.

Q: How does the roll-over work with regard to consumers’ previous choices – i.e., before these changes were made to DMAchoice?

A: Consumers’ earlier choices are included as part of the last Mail Preference Service list scrub, and those selections are to be honored for the same three year period of time. However, as of October 10, 2008, DMA stopped taking opt-in/out-out requests for those not in the catalog category. (Consumers are directed to the organizations themselves to request their preferences.)

Q: How does the categorization work if an organization fits into more than one of the four categories, for example, a nonprofit organization that publishes a magazine, or a retailer that has both catalog and non-catalog mailings?

A: The category applies to the type of mail being sent by the organization.

Regarding Access/Use of the Site

Q: How many company/organizations are currently listed on the new site?

A: There are currently 800 consumer/donor marketers listed on DMAchoice.

Q: Should subscribers use the same username/password for access as they used for access to MPS?

A: Yes, companies use the same username and password and go to the same website to pick up their files as they previously did when using MPS.

Q: How is the file information supplied to subscribers?

A: DMAchoice subscribers get this information the same way that they have in the past – i.e., by logging onto the same website to pick up the monthly file. Once at the site, there is a file with names of consumers who have opted out of the three segments (catalogs, magazines, and all other mail). For catalogs, there is also a brand-specific file for those consumers, both prospects and customers, who requested to be opted out, opted down, or opted in to those specific brands.

Q: How many files will be supplied to subscribers?

A: There is only one file for subscribers, except for catalogs. Each record in the file has three additional fields for catalog, magazines/print media, and other mail. A “Y” in any one of the fields indicates that the consumer chose to opt out of that particular category of

mail. Consumers who registered prior to October 10, 2008 will have a “Y” in each of the three fields since they chose to opt out of all mail. For catalogs, there is a second file of both prospects and customers who requested opt out, opt down, or opt in.

Q: How often should subscribers to DMAchoice pick up their files?

A: New files are added each month; consequently, subscribers should pick up their files at least once a month.

Q: How long are data held on the site?

A: There is always 90 days’ worth of data on the site at all times. When a new monthly file is added, the oldest file is removed from the site.

Q: Can subscribers request data going back further than 90 days?

A: Yes – subscribers can request data beyond the three months included on the site by emailing Frank Rigano (President & CEO of Interactive Marketing Solutions) at frigano@ims-dm.com.

Q: Are there changes to the way that the Telephone Preference Service, eMail Preference Service, Deceased Do Not Contact, and Do Not Contact for Caregivers files are managed?

A: There are no changes to the ways these files are managed.

Q: Once consumers opt out or opt in, how long are their selections valid?

A: As it was with the MPS, consumers’ selections are valid for three years. At the end of that period, DMA will reach out to consumers via email, who will then verify that they want to remain on the list. (If consumers cannot be reached via the email addresses provided, their selections will expire.)

Q: How soon should the preference requests be honored?

A: The DMA requires that consumer preferences be processed within a 30-day period. We realize that printing and mailing schedules are planned in advance, so a consumer may receive mail offers for up to 90 days from the entered preference date.

Q: Will the enhancements require subscribers to do anything different or make any changes on their end? For instance, will it be necessary to make system changes on their end?

A: Any subscriber who wants to take advantage of the categorical opt outs will need to make a change in their process. If they want to continue to clean their lists as they did with the old MPS file (treating each record as a global opt out), then no change will be necessary.

Q: How/where can subscribers get more specific information about technical changes that may need to be made to current systems in order to successfully input preferences on the enhanced DMAchoice site?

A: Subscribers needing this information should contact either Frank Rigano at frigano@ims-dm.com or Steve Michaele at smichaele@the-dma.org for a statement of collateral specifying such technical changes.

Regarding Dates/Fees/Future Changes/Public Communications

Q: Are subscription fees affected by these enhancements – and if so, how?

A: Yes, there is an increase in subscription fees that reflects the costs associated with maintaining a more granular preference site. For subscribers, there is a flat fee of \$2,500 for members, \$5,000 for non-members. For service providers, there is a tiered pricing structure with a floor of \$2,500 and a ceiling of \$25,000 based upon the volume of names the data processing company runs against the DMAchoice file.

Q: By what date are members to get the first file in the new format?

A: Subscribers can access the first new file on or about December 1, 2008.

Q: How long do members have to implement the enhanced DMAchoice?

A: Members will have at least 90 days to ensure that they are in compliance.

Q: Is DMAchoice only for members of DMA?

A: Currently (Phase I), only DMA members are listed on the DMAchoice site. Phase II and Phase III should see an additional number of companies and organizations listed that are not solely DMA members.

Q: What are the approximate dates for Phase II and Phase III?

A: Phase II is underway and should conclude by December or early January 2009. Phase III will begin in late January/early February and is scheduled to conclude by early March.

Q: Will DMA member companies/organizations have control over the information contained in their interface with DMAchoice?

A: Beginning in late November (Phase II), companies and organizations will have control of their brand pages. Companies can include photos, descriptions of their company/brand, options of opting out, opting down, and opting in, etc., as well as the way in which they would like to process consumer preferences (for example, by phone number, website, or physical address).

Q: Is DMA planning a major public relations push to promote DMAchoice to consumers?

A: Yes, but it is more than simply a new product offering or launch. Because DMAchoice is one of the most powerful consumer preference service tools today, we believe it is important to educate consumers and plan appropriate communications. We also want the public to understand that mail remains the most trusted communications medium and every household, to varying degrees, depends on that medium. DMAchoice is part of our strategy to protect that.

For More Information:

For technical questions regarding use of DMAchoice, please contact any of the following individuals:

smichaele@the-dma.org

frigano@ims-dm.com

kebeling@the-dma.org

Compliance-related questions should be addressed to:

sboone@the-dma.org

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