



Ethics Case Complaint Form

The Ethics Committees are interested in hearing from you if you believe a direct marketing promotion or practice is questionable and may warrant a formal review by the Committees.

To submit a potential case for Committee review, please send this completed form with a copy of the promotion or an example of the practice that is of concern to:

Marsha Goldberger, director, ethics and consumer affairs

or

Pat Faley, vice president, consumer affairs

Direct Marketing Association, Inc.

1111 19th Street, NW, Suite 1100

Washington, DC 20036

fax: 202.955.0085

e-mail: ethics@the-dma.org

Your Name: _____

Company: _____

Address: _____

Phone #: _____

e-mail: _____

Name of the company which you are bringing to our attention: _____

Company Contact Information:

Contact person at the company: _____

Please give a brief overview of your concerns:

If, after review, the Committee believes there are potential violations of the Guidelines for Ethical Business Practice, the company will be contacted and asked to revise or discontinue the promotion or practice. A more detailed description of Committee procedures can be found at: www.the-dma.org/guidelines/ethicalbusinesscommittee.

name

date

