



## Ethics Case Complaint Form

DMA's Committee on Ethical Business Practice is interested in hearing from you if you believe a direct marketing promotion or practice is questionable and may warrant a formal review by the Committee. 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, Corporate Responsibility  
Direct Marketing Association  
1615 L St. NW Suite 1100 Washington, DC 20036-5624  
Fax: 202.955.0085  
Email: [ethics@the-dma.org](mailto:ethics@the-dma.org)

**Your Name:** \_\_\_\_\_

**Company (if applicable):** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone #:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Name of the organization that you are bringing to our attention:**

**Organization:** \_\_\_\_\_

**Organization Contact Information:** \_\_\_\_\_

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**Contact Person at the organization:** \_\_\_\_\_

**Please give a brief overview of your concerns and attach any relevant correspondence or other documents:**

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**If, after review, the Committee believes there are potential violations of the Guidelines for Ethical Business Practice, the organization will be contacted and asked to revise or discontinue the promotion or practice. The case handling process is confidential. Names of companies under review are not released publicly unless the issues are not resolved, or DMA's records become the subject of legal process. A more detailed description of the Committee's case handling procedures can be found at: [www.DMAResponsibility.org/complaintprocedures](http://www.DMAResponsibility.org/complaintprocedures).**