



**HMR ASSOCIATES®**  
*(Help Me Rhonda!)*

## HOW TO REDUCE OR ELIMINATE JUNK MAIL

### 1. Contact Direct Mail Association

To eliminate a majority of junk mail, go to [www.dmachoice.org](http://www.dmachoice.org) and click on Consumer Assistance ([www.dmachoice.org/consumerassistance.php](http://www.dmachoice.org/consumerassistance.php).) Log in and fill out on-line form to remove name for free. Or for \$1 can fill out on-line form to mail in and send to:

Direct Mail Association  
Mail Preference Service  
P.O. Box 282  
Carmel, New York 10512  
Main phone 212-768-7277, ext. 1888.

They will keep your info on record for 3 years but it may take up to 6 months before most everything cycles out. However, removing from DMA will not end solicitations from all local merchants, religious and charitable associations, professional and alumni associations, politicians, and companies with which you conduct business. To eliminate mail from these groups - as well as mail addressed to "occupant" or "resident" – write directly to each source.

### 2. Greendimes.com

Reduces junk mail at no charge, or can purchase GreenDimes Premium Service for \$20 to monitor account and other features. Plants 5 trees if sign up for the premium service. [www.greendimes.com](http://www.greendimes.com)

### 3. Catalogchoice.com

Another resource to eliminate catalogs, junk mail, etc. Go to [www.catalogchoice.com](http://www.catalogchoice.com)

### 4. Valassis (formerly ADVO Systems)

Largest provider of home-delivered print advertising. To remove your name from their mailing list, call 888-241-6760 or go to [www.advo.com/consumersupport.html](http://www.advo.com/consumersupport.html) and fill out information on-line, or print out their form and mail to: (must update every 5 years or when you move)

Valassis Direct Mail, Inc.  
Consumer Assistance  
P.O. Box 249  
Windsor, Connecticut 06095

### 5. R.L. Polk & Co.



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Names, Deletions, List Compilation Dept.  
6400 Monroe Blvd.  
Taylor, Michigan 48180-1814  
800-873-7655

## 6. Val-Pak Coupons

Label Order Dept.  
8605 Largo Lakes Drive  
Largo, Florida 33773  
888-797-1896; <http://www.coxtarget.com/mailexpression/s/DisplayMailSuppressionForm>

## 7. Abacus Catalog Alliance

P.O. Box 1478  
Broomfield, Colorado 80038  
303-410-5100; [optout@abacus-us.com](mailto:optout@abacus-us.com)

## 8. Credit Bureaus/Opt-Out of Credit and Insurance Solicitation

The 3 major credit bureaus, Equifax, Experian and TransUnion all belong to the Direct Mail Association (DMA). So once you have contacted DMA with your request to be removed from lists, DMA will send your request to all 3 bureaus. However, you may also want to specifically opt out of credit and insurance solicitation and can contact **888-567-8688** or go to [www.OptOutPrescreen.com](http://www.OptOutPrescreen.com)

Also, Experian does provide a phone number where you can actually talk to a live human being to get removed! Call 800-228-4571 and ask for Consumer Services.

## 9. Info USA/Donnelley Marketing, Inc.

Compiles data from real estate deeds, telephone directories, fishing licenses and more. Write to:

Info USA  
Attn: Consumer Requests  
1020 East First St.  
Papillion, Nebraska 68046  
800-321-0869

## 10. Contact Your Credit Card Companies

Call all of the companies with whom you have credit cards and request that they do not rent, sell or trade your name. Also, find out how to Opt Out from being sold to 3<sup>rd</sup> party vendors.

## 11. Additional and Valuable Miscellaneous Ways to Reduce Junk Mail

A. Call your bank, investment institutions, phone company, etc. and sign Opt Out option so you won't be sold to 3<sup>rd</sup> party vendors, etc.



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B. For catalogs, etc. you still want, call each one (number is usually on the back cover). Tell them you want the catalog but that you do not want them to rent, sell or trade your name. For catalogs you DON'T want, again, call each one to be removed. Also, if you give them the code on the back of the catalog, they can usually tell how they got your info so you can also contact that source to tell them to stop selling, renting and/or trading your name.

C. Call the charity/non-profit organizations to whom you donate and talk to either the Development Director or Membership person and make sure they note on their database to never rent, sell or trade your info. Non-profits are notorious for trading member lists without members' knowledge or permission.

D. When you get solicitation from a non-profit organization but have no idea how they got your name, call them and speak with the Development Director or Membership person to find out how they got your name and to remove you off their list. Typically, there is a code on the back of or on the mailing label of the material that was sent out which lets them know how they got your name. Then contact the non-profit from whom they got your name and ask them to never rent, sell or trade your info.

E. Whenever you join a charity/non-profit, or contribute, or sign up for a merchandise catalog, make sure to indicate either in writing or speaking with someone that they do not rent, sell or trade your name.

F. Stay on top of what's still coming and call individual mailings if needed. Most catalogs are printed or ordered for 3 mailings so it can take from 3-6 months for everything to finally stop.

## 12. Info Specifically For Businesses

A. Contact Acxiom but it's not an easy process as you have to fill out an on-line form after which a packet will be mailed which you have to fill out. Follow these steps:

1. Go to [www.acxiom.com](http://www.acxiom.com), click on About and then Click on Privacy
2. Consumer Information, click on Learn More
3. Opt Out, click on Learn More
4. A form will come up - fill out and then a packet will be mailed to you
5. Can also call 888-322-9466 ask to leave a message for Consumer Line people to call you back - good luck with this one!

B. Dun & Bradstreet, 800-333-0505 to be suppressed on lists

## 13. Additional Helpful links

- <http://environment.about.com/od/greenlivingdesign/a/junkmail.htm> (with other links)
- [http://www.ci.east-palo-alto.ca.us/recycling/special\\_programs.html](http://www.ci.east-palo-alto.ca.us/recycling/special_programs.html)

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