

*Corporate & Social Responsibility
Ethics & Privacy Issues*

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The Power of Direct: Relevance. Responsibility. Results.

Survive & Thrive

Included in today's presentation:

- *DMA Self-Reg & DMAchoice*

www.DMAchoice.org

- *Commitment to Consumer Choice*

www.DMACCC.org

- *Environmental Initiatives*

www.the-dma.org/environment

Survive & Thrive

Self-Regulation:

- *More flexible and proactive than regulatory process*
- *Committees*
Ethics Policy, Ethics Operating, CESR
- *Member Education Initiatives*

www.dmaresponsibility.org

DMAchoice: How It Works for You

Our vision:

- Keep all marketing communications channels open and economically viable for marketers and consumers while balancing privacy concerns

Consumer Trust

- In every marketing channel, direct marketers need to demonstrate a strong commitment to consumer choice, some consumers equate marketing offers with privacy breach
- Consumers expect ethical business practices and respect from marketers in both physical and digital environments
- Effective self-regulation in all channels is key to future



The Landscape

- DM community facing increased attacks on use of consumer direct mail—advocates claim privacy and environmental harms from mail
- Do Not Mail efforts underway across states
- Some environmental groups fueling momentum of Do Not Mail

MMA Coalition

- Mail Moves America focused on state legislative strategy and outreach



MAIL MOVES AMERICA >>>

- All 50 state legislatures back in session
 - MMA needs contingency resources & grassroots to quickly respond in any state—no other comparable group.
- Wide-ranging demands associated with this “hot-button” issue far exceed the ability of DMA – or any single organization – to fund adequately—it needs your support!

DMAchoice.org & “Suppression”

- DMA believes in honoring consumer choices—not a single “all or nothing” opt-out
- No entity should come between consumers and merchants/companies and organizations*
- Major shift via DMAchoice – connect consumer directly with merchant
- No disparaging messages about direct marketing – messaging is neutral to educational
- Names are collected ONLY for suppression purposes – no other uses now or in the future (i.e., not for marketing or fundraising)
- We are proud of DMAchoice - we believe, “best in class”
- We have brought DMAchoice to a higher ground

*Note: this applies to existing customers – prospects are STILL under the same acquisition file/MPS requirements

Important Change to the Service – As of October 2008

- There is no longer an all or nothing opt out
- Now we have four separate opt outs:
 - *Credit/Pre-screened Credit Offers (links directly to credit bureaus' opt-out service)*
 - *Catalogs*
 - *Magazines/Print Media*
 - *All Other Mail (currently includes Nonprofits)*


- MANAGE MY MAIL**
 - [Credit Offers](#)
 - [Catalogs](#)
 - [Magazine Offers](#)
 - [Other Mail Offers](#)
- MY PROFILE**
- MY CHOICES**

Manage My Mail

Select a category below to begin managing your mail. Once you've chosen a category, you can:

- Choose to receive mail offers or not—or receive less mail—from companies one at a time
- Request to stop or start receiving mail offers again for that entire category


Credit Offers



Select this category to manage pre-screened credit offers.

[Go](#)

Catalogs




Select this category to manage the catalogs you receive.

[Update your choices](#)

[Review current choices](#)

Magazine Offers




Select this category to manage mail from magazine publishers, such as:

- Subscription offers
- Newsletters
- Periodicals
- And other promotional mailings

[Update your choices](#)

[Review current choices](#)

Other Mail Offers



Select this category to manage various mailings, such as:

- Donation requests
- Retail promotions
- Cable and phone offers
- Bank offers
- Mail addressed to "Current Resident"

[Update your choices](#)

[Review current choices](#)

DMACHoice.org

- We also offer consumers a opportunity to opt in or opt out of individual brands
- Catalogs are a special case
Consumers can use:
 - *Total category opt out*
 - *A connection to brands to directly opt in/out or down, and,*
 - *We offer to do it for them as well*

MANAGE MY MAIL

- [Credit Offers](#)
- ▶ [Catalogs](#)
- [Magazine Offers](#)
- [Other Mail Offers](#)

MY PROFILE

MY CHOICES

SEARCH CATALOGS

Enter the name of a catalog you would like to search for.

Can't find the company you're looking for?
[Let us know](#)

Manage My Mail: Catalogs

Let's start your mailbox makeover by choosing which catalogs you want to receive—and which ones you don't.

For the best results, we recommend setting your catalog choices one company at a time by selecting from the company list below. Some companies may even have options for receiving less mail or email only. So you can reduce the amount of mail you get—but you'll still have access to the products you enjoy.

Please note: Any changes you make on this page will take effect in 30-90 days.

Choose a Company

Once you click a company name, you will be taken to a separate page with instructions for contacting that company to manage your catalog choices.

A - C	D - G	H - K	L - O	P - R	S - T	U - Z
BRAND (A - C)						1 2 3 4 5
Brand Name			Brand Name			
Brand Name			Brand Name			
Brand Name			Brand Name			
Brand Name			Brand Name			
Brand Name			Brand Name			
Brand Name			Brand Name			
Brand Name			Brand Name			
Brand Name			Brand Name			
Brand Name			Brand Name			
Brand Name			Brand Name			
Brand Name			Brand Name			
Brand Name			Brand Name			
Brand Name			Brand Name			
BRAND (A - C)						1 2 3 4 5

Stop All Catalogs

Choosing this option will remove your name from the lists companies use to find new customers. However, if you've purchased from a company in the past, you will need to contact them directly to be removed.

[Remove My Name](#) 

The New DMAchoice

- For *Magazines and All Other Mail* categories – two choices for consumers:
 - *Category opt out*
 - *Individual connection to individual brands to opt in, out or opt down*

- MANAGE MY MAIL**
- [Credit Offers](#)
- [Catalogs](#)
- ▶ [Magazine Offers](#)**
- [Other Mail Offers](#)
- MY PROFILE**
- MY CHOICES**

SEARCH MAGAZINE OFFERS

Enter the name of the magazine you'd like to find.

If you can't find the magazine you're looking for, [let us know](#).

Manage My Mail: Magazine Offers

Let's start your mailbox makeover by choosing which magazine offers you want to receive-and which ones you don't.

For the best results, we recommend setting your magazine offer choices one at a time by selecting from the list below. That way, you can ask to start receiving offers from any magazines, newsletters or periodicals that interest you. Or, if there are any that you currently receive but you're no longer interested in them, you can ask to have your name removed.

Note: Please allow 30-90 days from the time you submit your choices for them to take full effect.

Choose a Magazine
Once you click a magazine name, you will be taken to a separate page with instructions for contacting that publisher to manage your choices.

A - C	D - G	H - K	L - O	P - R	S - T	U - Z
Magazine (A-C)						1 2
All You				Allure		
American Baby				American Master Products, Inc.		
American Patchwork & Quilting				American Photo		
Architectural Digest				August Home Publishing		
Beautiful Homes				Better Homes & Gardens		
Bionorica, LLC				Boardroom, Inc.		
Boating				Body + Soul		
Bon Appetit				Bride's		
Cabot Heritage Corp.				California Offset Printers		
Car and Driver				Careington International		
Magazine (A-C)						1 2

So What Do These Changes Mean for DMAchoice Subscribers?

- You have the possibility of having to run each of your campaign lists by two DMA-prepared files:
 1. A category opt out file and
 2. A catalog company brand name opt in/opt out file

So to Summarize DMAchoice:

- You (or your service entity) should run each of your prospecting campaign lists by a DMA-prepared category opt out file and
- You should run any prospecting---or customer lists--used in a promotion by the catalog company brand name opt in/opt out file.

A few commonly-asked questions:

How do you pick up your files?

- Same as in the past
- Log onto same website
- Use same name and password
- How fast should consumer choices be honored?
 - Within 30 days should be acted on
 - Effective in 90 days
- Once a consumer opts in or out, how long are their selections valid?
 - Three years.
 - DMA plans to contact consumers after three years to ask them to update preferences.

Commitment to Consumer Choice: What You Need to Know

Initiated by DMA Board (in May 2007)

- Who Must Comply?
 - All DMA members (profit and not for profit) who use the mail medium
- What Type of Mail is Covered by the CCC?
 - Only mail solicitations
 - NOT informational mail
 - NOT transactional mail
 - NOT business to business mailings
 - NOT calls for volunteers

CCC Details:

- **How to Determine Whether Your Mailing is a Solicitation**

Primary Purpose test:

- **Is the primary purpose of your mail piece to sell a product or service, or ask for a donation?**

- **If so, then the CCC-required notice must be included on the marketing piece**

CCC Notice Requirements

- All mail solicitations must provide existing and prospective customers with a notice of an opportunity to modify future mail solicitations from their organization
 - Your notice must have an option to eliminate future mail solicitations and you may also offer other modification options

CCC Notice – cont.

- Notice may refer to a permissible access point where a mail recipient may effectuate choice
- Permissible access points are:
 - *Website*
 - *Telephone Number*
 - *Physical Address*
- *October 2009 – effective date*

What Should Notice Look Like?

- That's up to you and your organization!
- The CCC requires only that the notice be:
 - Easy to FIND
 - Easy to READ
 - Easy to UNDERSTAND
 - Easy to ACT UPON
- There's no specific requirement for size, font, shape or placement

Also, You Must:

- Honor consumer requests for opting out of house and/or rental mail
- Tell consumers, upon request, where you got their name
- Use the DMAchoice suppression file every month on your prospect mailings

Commitment to Consumer Choice Website

- Dedicated website: www.dmaccc.org
- At this site you will find various tools:
- A 9 minute video presentation on the key components of the CCC
- A library of CCC documents and resources
- FAQs, notice examples, clearinghouse of CCC notice language
- Optional CCC 20 question test!

Why Green Marketing Matters

- Sustainability in all forms matters: economic, environmental, and social (Triple Bottom Line).
- Consumer and advocate environmental concerns and misperceptions are driving do not mail sentiment.
- Congress and Administration with focus on energy and environment.
 - Obama-Biden “New Energy for America” plan seeks to make US a Leader on Climate Change.
 - www.whitehouse.gov/agenda/energy_and_environment

DMA Green Initiatives to Assist Members

- **Special Interest Committee & Networks** (e.g., Committee on Environment & Social Responsibility (CESR), Triple Bottom Line Bulletin)
- **Practical Information, Tools & Facts** (e.g., Environmental Resource Guide, Green 15 Toolkit, Paper Pledge, MailMatters Toolkit, Environmental Planning Tool & Policy Generator)
- **Professional Development Training** (e.g., Environmentally Responsible Marketing (ERM) Certificate and compliance webinars)
- **Recommended Environmental Standards & Goals** Designed to improve the environmental footprint of direct marketing and meet the concerns of consumers and regulators. Voluntary standards.

www.the-dma.org/environment

DMA Environmental Resolution: The Green 15 (G15)

- Called upon members to implement and benchmark set of voluntary eco-marketing standards, May 2007.
- 15 standards divided into key areas:
 - **List Hygiene & Data Management**
Follow CCC and use relevant suppression lists
 - **Design & Printing**
Downsize/reduce waste, reuse, recycle
 - **Paper Procurement & Packaging**
Involve suppliers & use DMA Paper Pledge
 - **Recycling & Pollution Reduction**
Post-consumer recycled content
Support DMA's Recycle Please initiative



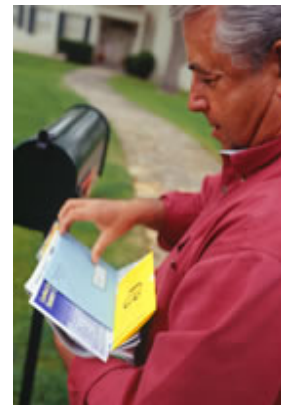
DMA Environmental Planning Tool & Policy Generator

- Provides a “shopping menu” of 100+ strategies to help you implement the Green 15 standards in 5 key areas germane to the direct marketing process.
 - List Hygiene & Data Management
 - Design & Printing
 - Paper Procurement & Use
 - Packaging
 - Recycling & Pollution Reduction
- Features a policy generator function.
- CCSR currently developing an addendum with strategies specific to eco-footprint and carbon.

www.the-dma.org/envgen

DMA's First Green Goal: List Hygiene & Data Management

- **Announced by DMA Board, July 2008.**
- **Seeks to achieve 1 million tons in carbon equivalents savings, from 2009-2013.**
- **Reduce UAA by 25%.**
- **Make mail more relevant and give consumers greater choice (CCC and DMAchoice).**



Environmentally Responsible Marketing (ERM) Certificate

- Environmentally responsible marketing is increasingly important from a social, economic, and ethical perspective.
- Understand the “Triple Bottom Line.”
- Gain sustainable marketing expertise.
- Execute advertising and marketing programs that support this concept.
- Upgrade your resume & bring value as a professional to organizations that understand this concept.
- Help the marketing community be proactive on environmental issues.

www.the-dma.org/environment/ERM

Looking Ahead: DMA Initiatives

- Updated DMA Ethical Guidelines:
 - On-Line Behavioral Advertising (OBA)
 - Impacts third parties, primarily, who use OBA for their efforts, not publishers/owners of websites
 - Look for new OBA “icon”

Looking Ahead: DMA Initiatives

- Updated DMA Guidelines
 - Mobile Marketing
- Updates and adds definitions to existing mobile marketing sections
- Emphasis on CAN-SPAM, COPPA, TSR, TCPA, state regulations
- Prior Express Consent

Looking Ahead: DMA Initiatives

- Update DMA Guidelines
 - Social Media Marketing
- Unique and growing area for marketing, fundraising already ahead of the curve in engagement.
- Tough issues of when an individual is acting as a marketer and what types of consent will be adequate.

See www.dmaresponsibility.org

- For information or assistance:

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- Join the Compliance Officer Network, compliance webinars on key marketing and fundraising compliance matters.