



Shetland Islands Council

Trading Standards Service

Direct Marketing and how to stop it

What is direct mail?

Direct Marketing is the term that's given to any form of advertising that puts you - the shopper - in direct contact with the company that's advertising its products or services.

The most popular forms of direct marketing are:

- Direct Mail
- Mail Order
- Internet advertising
- Inserts - in magazines and newspapers
- Door-to-Door - leaflets distributed by hand to your door
- Telemarketing - a company phones you with information on products and services
- Advertising - which includes addresses and telephone numbers for you to use to get more information or make a purchase

How can I stop direct marketing?

As direct marketing comes in different forms, a variety of actions are required.

To stop direct mail it is necessary to register with the Mailing Preference Service (MPS), which is funded by the direct mail industry and administered by the Direct Marketing Association.

How much does it cost?

It is free for consumers to register.

What does registering with the MPS stop?

Registering with the MPS will stop most unsolicited consumer advertising material addressed to individuals personally and delivered to their home address by post.

Advertising from companies with which consumers have done business or charities to which they have donated in the past will continue to be delivered. If this mail is not wanted any more, it can only be stopped by contacting the individual company or charity directly.

The MPS cannot stop **unaddressed leaflets**, items addressed to 'The Occupier', 'The Householder' or a business, nor free newspapers and **inserts** in magazines and bills. Some local mailings may also not be stopped.

Do I have to register all the members of the household?

Registration covers all members of a household with the same surname. Any member of the household who wishes to continue to receive unsolicited direct mail should register their full name in the section of the application form which allows an individual to ensure that they continue to receive direct mail.

What about direct marketing phone calls?

To stop receiving direct marketing phone calls you can register with the Telephone Preference Service (TPS). There are new regulations which make it unlawful to place a direct marketing call to an individual who has objected (either directly to a company or by means of the TPS).

Can I stop unaddressed mail?

To help reduce the amount of unsolicited unaddressed mail and leaflets being posted through your door, you can register to opt out of the Royal Mail's Door-to-Door Service.

Freepost RRBT-ZBXB-TTTS
Royal Mail Door to Door Opt Outs
Kingsmead House
Oxpens Road
Oxford
OX1 1RX

Email optout@royalmail.com

What about silent phone calls?

These calls are caused by companies who use automatic-dialling equipment which dial more numbers than there are operators available.

If you are bothered by silent calls you can register with the Silent Callgard Service on 0870 444 3969.

Are there other preference services?

Other preference services include:

- Facsimile Preference Service (FPS)
- Email Preference Service (e-MPS)
- Baby MPS

- **Mailing Preference Service**

FREEPOST 29 LON20771
London
W1E 0ZT

Tel 0845 703 4599
Web www.mpsonline.org.uk

- **Telephone Preference Service**

Tel 0845 070 0707
Web www.tpsonline.org.uk

- **Facsimile Preference Service**

DMA House
70 Margaret Street
London
W1W 8SS

Tel 0845 070 0702
Web www.fpsonline.org.uk

- **Baby Mailing Preference Service**

FREEPOST 29 LON20771
London
W1E 0ZT

Tel 0845 703 4599
Web www.mpsonline.org.uk

For further information please contact:

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Fax 01595 744804
Email trading_standards@shetland.gov.uk
Web www.shetland.gov.uk/tradingstandards

For a copy of this document on audio cassette, in large print or Braille, or if you require assistance in reading this, please contact the Council's Policy Unit.

Shetland Islands Council Policy Unit
Town Hall, Hillhead, Lerwick, Shetland ZE1 0HB

Tel: 01595 744537

Email: policy@shetland.gov.uk

This document is also available at www.shetland.gov.uk/tradingstandards

Do you require the services of an interpreter?

If you do, please contact **01595 744537** for assistance.

We will provide an interpreter, or we can supply the document in your choice of language.

你是否需要傳譯服務?

如果需要, 請致電 01595 744537 尋求幫助。

我們會適當地為你安排傳譯人員或者提供你需要文字的文件。

ਕੀ ਤੁਹਾਨੂੰ ਕਿਸੇ ਇੰਟਰਪਰੈਟਰ (ਤੁਰਾਸੀਆ) ਦੀਆਂ ਸੇਵਾਵਾਂ ਦੀ ਲੋੜ ਹੈ?

ਜੇਕਰ ਤੁਹਾਨੂੰ ਲੋੜ ਹੈ ਤਾਂ ਡਿਊਪਾ ਕਰਕੇ ਸਹਾਇਤਾ ਲਈ 01595 744537 ਤੇ ਸੰਪਰਕ ਕਰੋ।

ਜਿਥੇ ਸੰਭਵ ਹੈ ਸਕਿਆ ਇੰਟਰਪਰੈਟਰ ਉਪਲਬਧ ਕਰਵਾਇਆ ਜਾਏਗਾ ਜਾਂ ਤੁਹਾਡੀ ਪਸੰਦ ਵਾਲੀ ਭਾਸ਼ਾ ਵਿਚ ਦਸਤਾਵੇਜ਼ ਭੇਜਿਆ ਜਾਏਗਾ।

আপনি কি একজন দোভাষীর সাহায্য চান ?

যদি আপনার প্রয়োজন থাকে তাহলে অনুগ্রহ করে যোগাযোগ করুন -01595 744537 যেখানে সম্ভব সেখানে একজন দোভাষীর ব্যবস্থা করা হবে অথবা আপনি যে ভাষাতে চা দলীলটি অনুবাদ করে আপনাকে প্রদান করা হবে।

کیا آپ کو انٹریپرٹری کی ضرورت ہے؟

اگر ایسا ہے تو پھر (انٹریپرٹری) مدد حاصل کرنے کیلئے فون نمبر 01595 744537 پر بات کریں۔

جہاں ممکن ہو اوہاں انٹریپرٹری کی سہولت فراہم کی جائے گی یا پھر (مطلوبہ) دستہ ویز کارترجمہ آپ کی

پسندیدہ زبان میں فراہم کیا جائے گا۔