

# A Quick Guide to Reducing Unwanted Mail

If unsolicited advertising mail continually clutters your postal mailbox (or, by extension, your Earth Class Mail account), you can take steps to dramatically reduce the volume of unwanted mail you receive.

## Reduce unwanted mail by category

Go to [www.dmchoice.org](http://www.dmchoice.org), which allows you to decide whether or not you want to receive mail from companies divided into four categories: Credit Offers, Catalogs, Magazine Offers, and Other Mail Offers.

## Halt the credit offers

Go to [optoutprescreen.com](http://optoutprescreen.com) to restrict your name from being rented by the four major credit-reporting bureaus. This alone will typically reduce your unsolicited mail by 20%, especially the credit-card and loan offers that create such a huge identity-theft risk. You can opt-out from receiving "Firm Offers" from Equifax, Experian, TransUnion, and Innovis for five years by completing the request online, and you can opt-out permanently by mailing in the "Permanent Opt-Out Election Form." This form is completed for you online to print out once you provide your first and last name, date of birth, Social Security number, address, and telephone number. It should then be mailed to:

Opt-Out Department  
P.O. Box 2033  
Rock Island, IL 61204-2033

## Get your name on a suppression list

If you do contact a specific marketer to get off its mailing list, always request to be added to its suppression file, not removed from its mailing lists. It's always a good idea to cite the federal law requiring mailers to keep your name on a suppression file for five years. Be sure to include all the financial institutions you do business with, including your mortgage lender, credit card issuers, investment banks and savings banks.

This information is provided as a public service by



[www.EarthClassMail.com](http://www.EarthClassMail.com)

## Stop the flow at the source

Marketing database "compilers" get your name from a variety of sources, apply demographic overlays, and sell it over and over again to thousands of mailers. To have your name removed from these popular sources of rented lists, send a request to be added to their suppression files as well. Be sure to include any address at which you may have lived during the past five years:

Acxiom Corporation  
Consumer Advocate  
301 Industrial Blvd.  
Conway, AR 72033  
[optout@acxiom.com](mailto:optout@acxiom.com)

Haines & Co.  
Criss-Cross Directory  
Attn: Director of Data Processing  
8050 Freedom Ave. NW  
North Canton, OH 44720  
800-562-8262

R. L. Polk & Co.  
List Compilation  
26955 Northwestern Highway  
Southfield, MI 48034  
810-728-7000

Dataquick  
9620 Towne Centre Drive  
San Diego, California 92121  
800-888-4492

## Remove mail sent to "Current Resident"

So-called "saturation mail" addressed to "Current Resident" is delivered to every household on the carrier's route. You can't be removed from these mailing lists by requesting it of the USPS. You need to contact these companies directly:

Val-Pak Coupons, 800-676-6878

[www.coxtarget.com/mailexpression/s/DisplayMailSuppressionForm](http://www.coxtarget.com/mailexpression/s/DisplayMailSuppressionForm)

Carol Wright  
800-67-TARGET  
[CWSSupport@carolwrightgifts.com](mailto:CWSSupport@carolwrightgifts.com)

Clipper Magazine  
888-569-5100  
[info@clippermagazine.com](mailto:info@clippermagazine.com)

Valassis Communications Inc.  
888-241-6760

Harte-Hanks  
(Pennysaver & Potpourri)  
800-422-4116  
Circulation  
C/O Pennysaver  
2830 Orbiter Street  
Brea, CA 92821

## Opt out of sweepstakes mailings

To remove your name and address from sweepstakes mailings, contact these companies directly:

Publishers Clearinghouse  
101 Channel Drive  
Port Washington, NY 10050

Reader's Digest  
Reader's Digest Road  
Pleasantville, NY 10570

American Family Publishers  
P.O. Box 6200  
Tampa, FL 33662

## Business solutions for unwanted mail

For businesses that want to get off of unsolicited advertising databases, contact the Dunn & Bradstreet Customer Service Center at 800-333-0505.