

Delivering 5 easy ways to
reduce unwanted mail

STOP THE DROP



Did you know?

Many people don't have a problem with direct mail. However, some direct mail is poorly targeted and irrelevant and is thrown straight in the bin.

Over a third of direct mail is discarded unopened*

Our goal is to reduce the amount of unwanted mail delivered to Scottish householders by 10% by 2010.

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*Direct Mail Information Service, Letterbox Factfile, 2006



www.stop-the-drop.org.uk

For further information, please visit
Recycling Centre or Point.
Any direct mail you do receive can be recycled in your
kerbside collection (where available) or at your local

To avoid generating unwanted mail when filling in
any form, from applying for credit to entering a
competition, make sure that you tick the box that
says you do not want your name to be added to any
mailing lists – this is normally at the bottom of the
form or on the reverse.

Extra Tip

5 easy ways to reduce unwanted mail

- 1 Write to sender
- 2 Register with the Mailing Preference Service
- 3 Register with Your Choice and opt out of the Royal Mail's Door to Door service
- 4 Opt out of the edited version of the electoral register
- 5 Use online services

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1. Write to sender

You may receive mail addressed to "The Occupier" or personally addressed direct mail from companies that you already deal with.

Write to or email these companies to indicate that you no longer wish to receive materials from them. Letter templates to help you are available online.

2. Register with the Mailing Preference Service

This can reduce the amount of personally addressed direct mailings you receive by up to 95%. This will only reduce direct mailings to your name and address. Others living in your household will have to register separately.

Register at www.mpsonline.org.uk or call 0845 703 4599 for more information.

3. Register with Your Choice and opt out of the Royal Mail's Door to Door service

Unaddressed mail, such as flyers, circulars and supermarket leaflets, can be reduced by registering with the Your Choice preference service and by opting out of the Royal Mail's Door to Door service.

To find out more about Your Choice contact the Direct Marketing Association by email yourchoice@dma.org.uk or call 020 7291 3300.

To receive an opt out form for the Royal Mail's Door to Door service visit www.royalmail.com email optout@royalmail.com or call 08457 950 950.

4. Opt out of the edited version of the electoral register

The full register lists names and address of everyone registered to vote and is only used for certain purposes such as elections.

The edited register however is available for sale and can be used for direct marketing activities. You can choose not to be included in the edited version of the register by ticking the opt out box when registering to vote.

For more information visit www.electoralcommission.gov.uk

5. Use online services

Many companies you deal with including utility companies and banks offer online services, so you can request to stop receiving paper bills and statements.

Contact your service providers for details.



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