



How to Reduce Junk Mail

The average American household receives more than 800 pieces of advertising mail each year. According to www.donotmail.org, it takes more than 100 million trees to produce the paper.

Recycling junk mail is a good start, but reducing the flow conserves natural resources.

Every time you enter a contest, make a donation, order a product by mail, subscribe to a magazine, or send in a warranty card, your name and address may be placed on a mailing list. The list may be rented, sold, or traded.

**Don't Let Your Name
Become a Commodity!**



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These strategies work only for residential customers.

Tip: Be sure to check your unwanted mail for several variations of your name and address, and include all of them in your opt-out request.



National Lists

You can start or stop receiving credit card offers, catalogs, magazines and other mail at the Direct Marketing Association's Mail Preference Service. Visit www.dmachoice.org.



Qwest Dex Phone Directory

To opt-out, visit www.yellowpagesoptout.com.



Catalogue-Generated Lists

Send your full name (including middle initial) and address in an email to optout@abacus-us.com.



Credit Offers and Mailing List Brokers

Call 1-888-567-8688 to be removed from lists kept by Experian, Equifax, TransUnion, and Innovis. If you choose to opt-out permanently, you will be sent a Notice of Election to Opt-Out Permanently, which you must sign and return to activate. Opt-out online at www.optoutprescreen.com.

Here's How to Keep Off Junk Mail Lists

You will not be able to completely eliminate junk mail. Your name is added to lists when you are born, married, have a baby, or purchase a home. However, these easy tips can help you stay off some lists:

- o Don't enter drawings until you determine they will not sell or rent your name.
- o Keep catalogue shopping to a minimum and check the opt-out box on the order form.
- o Consider not sending in the new product warranty card. Instead, keep the sales receipt and attach it to the product warranty information.

For more information about privacy rights and reducing junk mail, visit www.privacyrights.org



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