

# DMA CCC TRAINING VIDEO SCRIPT

John Greco: HELLO, I'M JOHN GRECO, PRESIDENT AND CEO OF THE DIRECT MARKETING ASSOCIATION. THANK YOU FOR BEING PART OF THE DMA'S BOLD NEW PROGRAM, THE COMMITMENT TO CONSUMER CHOICE.

THE DMA IS COMMITTED TO KEEPING EVERY CHANNEL OF COMMUNICATION OPEN AND ECONOMICALLY VIABLE FOR BOTH MARKETERS AND CONSUMERS.

WE AS A COMMUNITY FACE FORMIDABLE CHALLENGES IN KEEPING THESE CHANNELS OF COMMUNICATION OPEN FOR OUR MEMBERS -- ESPECIALLY THE MAIL CHANNEL.

WITH YOUR HELP, DMA IS READY TO MEET THIS CHALLENGE.

IT IS ESSENTIAL THAT WE SUSTAIN AND BUILD CONSUMER TRUST IN FOUR SPECIFIC AREAS :

CONSUMERS WANT CHOICE OVER THE TYPES AND VOLUME OF MAIL THEY RECEIVE.

THEY WANT US TO PROTECT THEIR PRIVACY WHEN HANDLING INFORMATION ABOUT THEM.

CONSUMERS WANT TO KNOW THAT THEIR SHOPPING EXPERIENCE IS SAFE AND SECURE.

AND CONSUMERS VALUE ENVIRONMENTAL SENSITIVITY AND PROTECTION.

SO, WITH THE GUIDANCE AND UNANIMOUS SUPPORT OF THE DMA BOARD OF DIRECTORS, WE HAVE PLACED OUR FULL FORCE BEHIND A CRITICAL INITIATIVE: THE COMMITMENT TO CONSUMER CHOICE, OR CCC.

AND NOW, WE ARE ASKING FOR YOUR HELP.

WE NEED THE INVOLVEMENT OF OUR COMMERCIAL AND NONPROFIT MEMBERS AND THEIR SUPPLIERS. ONLY THROUGH YOUR INVOLVEMENT CAN OUR COMMUNITY EFFECTIVELY RESPOND TO CONSUMER CONCERNS.

BEFORE YOU VIEW THIS VIDEO, I WANT TO THANK YOU FOR BEING A DMA MEMBER AND FOR YOUR WILLINGNESS TO SUPPORT THIS INITIATIVE.

WORKING TOGETHER, WE CAN CREATE UNPRECEDENTED OPPORTUNITY.

Announcer: THIS SHORT VIDEO PROVIDES AN OVERVIEW OF WHAT YOU ARE REQUIRED TO DO WHEN SENDING DIRECT MAIL PIECES TO CONSUMERS.

TO MAKE SURE THAT YOU UNDERSTAND THE NEW REQUIREMENTS, WE ARE ASKING THE COMPLIANCE CONTACTS FOR EACH OF OUR CONSUMER AND NON PROFIT MAILER MEMBERS TO TAKE A SHORT ONLINE TEST.

YOU MUST SUCCESSFULLY COMPLETE THIS PROCESS IN ORDER TO REMAIN IN FULL STANDING AS A DMA MEMBER.  
WE WILL ALSO ASK YOU TO REPEAT THIS PROCESS EVERY FIVE YEARS, SO YOUR COMPANY WILL REMAIN UP TO DATE ON CURRENT REQUIREMENTS.  
YOU CAN GET A TEXT COPY OF THIS ENTIRE PRESENTATION TO STUDY BY GOING TO [WWW.DMACCC.ORG](http://WWW.DMACCC.ORG).

HERE ARE THE NEW GUIDELINES FOR DIRECT MAIL:

**GUIDELINE NUMBER ONE –HONORING CONSUMER REQUESTS FOR MODIFYING OR ELIMINATING MAIL**

IF YOU ARE A MARKETER OR NONPROFIT FUNDRAISER THAT SELLS, RENTS, SHARES OR EXCHANGES YOUR HOUSE LIST WITH OTHER MARKETERS, YOU MUST -- AT LEAST ONCE A YEAR --INFORM YOUR CUSTOMERS OF THAT FACT AND GIVE THEM THE OPPORTUNITY TO PREVENT THAT EXCHANGE.

THAT NOTICE SHOULD BE EASY FOR YOUR CUSTOMERS TO FIND, READ, UNDERSTAND AND ACT ON.

**IN ADDITION**, YOU SHOULD PROVIDE, TO BOTH EXISTING AND PROSPECTIVE CUSTOMERS OR DONORS, A NOTICE THAT THEY CAN MODIFY THE RECEIPT OF DIRECT MAIL SOLICITATIONS FROM YOUR ORGANIZATION.

HOWEVER, THE OPTION TO ELIMINATE FUTURE DIRECT MAIL OFFERS MUST BE PRESENT EITHER IN THE MAIL PIECE ITSELF, OR THROUGH ACCESS TO A WEB SITE, A TELEPHONE CONTACT, OR MAILING ADDRESS CLEARLY REFERRED TO IN THE MAILING PIECE REFERS.

THAT NOTICE MUST APPEAR IN EVERY MARKETING SOLICITATION YOU MAIL. DMA DOES NOT REQUIRE THAT IT BE PLACED IN A SPECIFIC SPOT,

OR BE OF A CERTAIN FONT OR SIZE. WE ONLY ASK THAT IT MUST BE EASY FOR CONSUMERS TO FIND, READ, UNDERSTAND, AND ACT ON.

TO FULFILL THIS REQUIREMENT, SOME MEMBERS WILL NEED TO CREATE NEW NOTICES, WHILE OTHERS WILL BE ABLE TO UPDATE THEIR EXISTING NOTICES.

HERE ARE FOUR EXAMPLES OF LANGUAGE YOU MIGHT USE:

“IF YOU WISH TO MODIFY RECEIPT OF FUTURE MAIL OFFERS FROM US, GO TO OUR WEB SITE”, WHICH SHOULD THEN BE LISTED.

“WE HAVE APPRECIATED YOUR DONATIONS TO OUR IMPORTANT MISSION. IF YOU WISH TO CHANGE THE FREQUENCY OF REQUESTS WE SEND TO YOU, OR IF YOU WOULD LIKE TO STOP RECEIVING REQUESTS FROM US, GO TO OUR WEB SITE”, WHICH AGAIN SHOULD BE LISTED.

“WE MAKE A PORTION OF OUR MAILING LIST AVAILABLE TO REPUTABLE FIRMS THAT OFFER PRODUCTS WE BELIEVE MAY INTEREST YOU. IF YOU PREFER THAT WE NOT EXCHANGE YOUR NAME WITH OTHER MARKETERS, OR IF YOU WISH TO MODIFY OR STOP FUTURE MARKETING OFFERS FROM US, PLEASE CALL” FOLLOWED BY THE PHONE NUMBER, OR A WEB ADDRESS.

“WE ARE A CONCERNED CORPORATE CITIZEN THAT BELIEVES IN ENVIRONMENTAL STEWARDSHIP. TO SEE OUR ENVIRONMENTAL PRACTICES OR TO MODIFY OR ELIMINATE THE AMOUNT OF MAIL YOU RECEIVE FROM US, GO TO” AND, AS WITH THE PREVIOUS EXAMPLES, PROVIDE A WEB ADDRESS

ALL FOUR OF THESE EXAMPLES SATISFY THE NOTIFICATION REQUIREMENT CONCERNING CONSUMER REQUESTS TO MODIFY OR ELIMINATE MAIL

OTHER EXAMPLES OF APPROPRIATE NOTICES ARE AVAILABLE ON OUR WEB SITE.

PLEASE NOTE THAT, ALTHOUGH THE NOTICE MUST BE IN MARKETING SOLICITATIONS, YOU ARE NOT REQUIRED TO PLACE NOTICES IN BILLING STATEMENTS, ORDER FULFILLMENT PACKAGES, VOLUNTEER RECRUITMENT PIECES OR CUSTOMER SERVICE COMMUNICATIONS....ONLY IN MAILINGS WHERE THE PRIMARY PURPOSE OF THE MAILING IS ASKING CONSUMERS TO BUY OR TO DONATE.

IF ONE OF YOUR CUSTOMERS, DONORS OR PROSPECTS INDICATES THAT HE OR SHE WANTS TO REMOVE THEIR NAME FROM YOUR HOUSE LIST, YOU SHOULD ALSO ELIMINATE THE TRANSFER OF HIS OR HER PERSONAL INFORMATION TO OTHER MARKETERS. THAT REQUIREMENT IS SIMILAR TO DMA'S CURRENT REQUIREMENTS FOR E-MAIL SOLICITATIONS.

YOU SHOULD ACT ON ALL MODIFICATION OR OPT-OUT REQUESTS FROM CONSUMERS WITHIN THIRTY DAYS AND HONOR THEM FOR AT LEAST THREE YEARS. THAT MEANS, THE CONSUMER'S NAME SHOULD BE REMOVED FROM THE APPROPRIATE LISTS WITHIN THIRTY DAYS OF THE TIME YOU RECEIVE THE CONSUMER'S REQUEST.

WE UNDERSTAND THAT SOME MAILING CAMPAIGNS WILL BE IN PROCESS AT THE TIME OF THE CONSUMER'S REQUEST. MOST COMPANIES VERY APPROPRIATELY TELL CONSUMERS THAT THEY MAY RECEIVE A PIECE OR TWO OF IN-PROCESS MAIL, **BUT THAT IT WILL CEASE WITHIN A SPECIFIED TIME RANGE.** MOST CONSUMERS UNDERSTAND AND ACCEPT THAT MESSAGE. OUR GOAL IS TO HONOR CONSUMER REQUESTS AS QUICKLY AS REASONABLY POSSIBLE -- THE SOONER, THE BETTER.

SOME PEOPLE HAVE ASKED HOW THESE REQUIREMENTS WILL AFFECT AFFILIATES, DIVISIONS, OR SUBSIDIARIES OF THEIR ORGANIZATION OR JOINT MARKETING PROGRAMS.

IF A CONSUMER ASKS NOT TO RECEIVE MAIL FROM ONE AFFILIATE, MUST EVERY BRAND IN THE CORPORATE STRUCTURE HONOR THE REQUEST? THE SHORT ANSWER IS NO.

PUT YOURSELF IN THE CONSUMER'S PLACE.

IF YOU OPERATE UNDER DIFFERENT BRAND NAMES THAT ARE LIKELY PERCEIVED BY THE CONSUMER AS SEPARATE COMPANIES OR ORGANIZATIONS, THEN REMOVAL OF NAMES FROM ALL BRANDS UNDER YOUR CORPORATE STRUCTURE WOULD NOT BE REQUIRED.

IF ALL YOUR AFFILIATES ARE UNDER THE SAME BRAND, A CONSUMER'S REQUEST SHOULD BE HONORED BY ALL AFFILIATES.

## **GUIDELINE NUMBER TWO – DISCLOSING THE SOURCE OF THE CONSUMER'S NAME**

IF CONSUMERS REQUEST IT, YOU SHOULD TELL THEM WHERE YOU GOT THEIR NAMES.

AND IT IS IMPORTANT THAT YOU TRAIN CUSTOMER SERVICE REPRESENTATIVES TO HANDLE SUCH REQUESTS.

ALSO, YOU SHOULD NOT ENTER INTO AGREEMENTS WITH ANY ENTITIES THAT PROHIBIT YOU FROM DISCLOSING THEM AS THE SOURCE OF INFORMATION.

THIS IS ABOUT BUILDING TRUST AND PROVIDING CONSUMERS SECURITY AND CONTROL. WE NEED TO BE HELPFUL TO CONSUMERS WHO ARE CONCERNED ABOUT INFORMATION SHARING.

### **GUIDELINE NUMBER THREE – USE OF THE MAIL PREFERENCE SERVICE**

THE DMA'S MAIL PREFERENCE SERVICE, OR M P S, HAS BEEN IN EXISTENCE FOR DECADES. IT IS A LIST OF CONSUMERS WHO PREFER TO RECEIVE NO COMMERCIAL SOLICITATIONS OR REQUESTS FOR DONATIONS.

DMA MEMBERS ARE ALREADY REQUIRED TO USE M P S AT LEAST EVERY THREE MONTHS TO SUPPRESS NAMES ON ALL PROSPECT LISTS.

AS PART OF THE COMMITMENT TO CONSUMER CHOICE, WE ARE INCREASING THE SPEED WITH WHICH CONSUMERS WILL SEE THE RESULTS OF THEIR CHOICES.

NOW, MEMBERS WILL BE REQUIRED TO USE THIS LIST EVERY MONTH, INSTEAD OF EVERY THREE MONTHS.

ACCORDINGLY, THE DMA WILL MAKE A NEW, MORE CURRENT LIST AVAILABLE FOR THIS PURPOSE EVERY MONTH.

AGAIN, WE WANT TO STRESS THAT M P S IS USED ONLY FOR PROSPECT LISTS. WE WOULD NEVER REQUIRE A MEMBER TO REMOVE THE NAMES OF ITS EXISTING CUSTOMERS. CUSTOMERS THEMSELVES MUST MAKE THAT REQUEST.

### **GUIDELINE NUMBER FOUR – ESTABLISH THE COMMITMENT TO CONSUMER CHOICE AS A SYSTEMATIC PRACTICE.**

PLEASE TAKE THE TIME NOW TO PUT IN PLACE THE INTERNAL TRAINING, POLICIES, COMMUNICATIONS AND PRACTICES THAT WILL MAKE THIS COMMITMENT TO CONSUMER CHOICE COME TO LIFE WITHIN YOUR ORGANIZATION.

AS A FIRST STEP, WE ARE ASKING EACH DMA MEMBER TO DESIGNATE A SENIOR OFFICER AS A CONTACT POINT FOR CCC-RELATED COMMUNICATIONS AND ISSUES.

IF YOU HAVEN'T ALREADY DONE SO, YOU MAY DESIGNATE YOUR  
ORGANIZATION'S COMPLIANCE CONTACT BY E-MAILING IT TO:  
CCC@THE-DMA.ORG.

SO, NOW YOU SHOULD BE READY TO TAKE A BRIEF ONLINE TEST ON THE  
COMMITMENT TO CONSUMER CHOICE PROGRAM.

THANK YOU FOR DOING YOUR PART TO HELP OUR INDUSTRY GROW AND  
THRIVE BY HONORING CONSUMER CONCERNS.

TO TAKE THE TEST NOW, PLEASE GO TO WWW.DMACCC.ORG.