

Tired of Telemarketers Interrupting Your Dinner?

You can register online at www.donotcall.gov to be removed from their list.

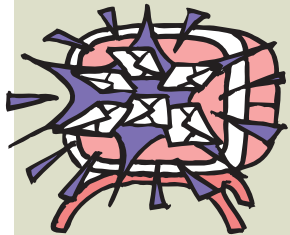
Call the “Do Not Call” Telemarketing Sales Calls Registry at: 1-86-NO CALL NY.

You may also call with your name, address, and telephone number (with area code) to: **Telephone Preference Service**
Direct Marketing Association
1-212-768-7277

Or go to the DMA website: www.DMAchoice.org



Since not all businesses, nonprofit organizations or political groups subscribe to the Telephone Preference Service, be cautious to whom you give your phone number. If you receive an unsolicited, unwanted call, ask the caller to put you on their “do not call” list. By federal law, phone solicitors (except for charities) are required to abide by your request.



Junk e-mail, or “spam”, is a big problem for many Internet users. If you do business over the Internet, be sure to let

the companies know you do not want personal information shared with others, or use the DMA email opt out service listed on the previous page of this brochure.

Warranty Cards- Should I Fill Them Out?



Most warranty cards that come with new products are used for marketing purposes. Why else would companies want to know your age, gender, income level, what magazines you read or what sports you enjoy? Since your product is already covered by a manufacturer's warranty, the only reason for sending in a warranty card would be to learn of a product recall or software upgrade.

Some credit card companies share their lists with others for marketing purposes. Contact the customer service office for each bank at which you have a credit card account and ask that your name not be given out.

These suggestions should help reduce the amount of unwanted, and therefore wasteful, mail that comes to your home or office. It may take 3 to 6 months before you begin to see a drop in mail and phone solicitations, but your efforts will pay off. Be persistent.

Last, but not least, be sure to recycle the mail that you receive. Just pull out all non-paper items, such as product samples, credit cards, plastic bags, etc. Unwanted mail may be placed in your curbside recycling bin with other recyclable paper, such as newsprint, boxboard, magazines and corrugated cardboard. Check out the Recycling Guidelines for more details about how to prepare your recycling.



Remember! Reduce, Reuse, Recycle, and Rebuy!

Tompkins County Solid Waste Management Division:
273-6632 or 273-5700.

www.recycletopkins.org

Reducing Unwanted Mail

In Tompkins County Through Waste Reduction



Americans receive over 87 billion pieces of unsolicited mail each year, equal to 300 requests, catalogs and advertisements for every woman, man, and child in the country.

Here are several ways for you to reduce the amount of unsolicited, or “junk”, mail that you receive, which will help reduce the need for recycling or disposal and will save valuable natural resources.

Did you know?...

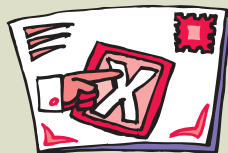
- It takes about 70 million trees per year to produce the catalogs and requests we receive in the mail.
- Nearly half of this mail is thrown out unopened.

How to Get Off Mailing Lists

Eliminate unwanted or duplicate mailings by calling the toll-free numbers when listed or by writing the sender. Ask them to take you off their lists, which most firms will do, no questions asked.

When ordering products by mail, phone or on-line, ask the company to put you on its "in-house list only", to ensure that your name will not be rented or sold to other businesses or organizations.

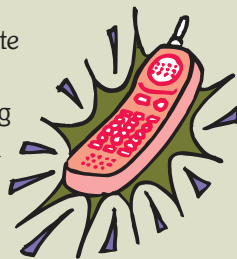
Many firms now send one or more catalogs per month. In some cases, you can request fewer catalogs, such as one per season.



Print up some postcards with a "take me off your mailing list" message and mail them to the senders of unwanted mail.

You can use postage-paid business reply envelopes, when provided, to request that your name be taken off mailing lists. This method may be the least effective in getting off lists. Since the mail openers will be interested only in positive responses, your request may end up in a recycling bin, or worse, the trash.

Many companies and organizations provide a check box on membership or order forms so you can request that your name not be rented out. Be sure to check those boxes!



To eliminate unwanted coupons, ads and free samples that clutter your mailbox, call the following company with a request to remove your name and address from their list:

Valassis Communications, Inc.
1-310-661-3800

Write, call or use the websites of the following direct marketing firms and credit bureaus (who also sell names and addresses) and ask to have your name removed from their lists. Include all versions of your name and address exactly as they appear. You can clip all mailing labels and tape or photocopy them onto a plain page.



The best way to get off most (but not all) lists is to contact the Direct Marketing Association, DMA, which represents over 3,000 direct mail firms, catalogers, publishers, retailers and service organizations.

If you shop by mail, you will have to call each company with whom you do business and have your name reinstated, since DMA deletes your name from all its lists.

DMA Choice
Direct Marketing Association Inc.
1120 Avenue of the Americas
New York, NY 10036-6700
1-212-768-7277 x1500 (Consumer Info. Hotline)
www.DMAchoice.org (for email lists)



More Direct Marketing Firms, Credit Bureaus, and Resources

Donnelley Marketing, Inc.
4001 South Business Park Ave.
Marshfield, WI 54449
1-888-633-4402
(include name, street address, city, state and zip code)

Experian
Credit Reporting Industrial Prescreening Opt Out
1-888-5optout (567- 8688). Also good for:
Equifax Options
Enovis
Trans Union Corp.

You may also write to Experian at:
Opt Out
PO Box 919
Allen, TX 75013

AOL
1-800-827-6364 to be removed from the list.
Tell them your name and current address.

Resources
Stop Waste
www.StopJunkMail.org

Opt Out Electronically

The Center For Democracy & Technology Opt-Out
service on-line: <http://www.optout.cdt.org>

This website also provides steps to take to reduce unwanted e-mail and to protect your privacy online.

The information supplied is current to the best of our knowledge but is subject to change without notice.