



Have you received  
unwanted marketing  
materials and want  
to stop them?



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## Introduction

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At Alchemy we understand that direct marketing (Letters, email and phone calls) is an essential way for charitable organisations to contact prospective donors.

We are passionate about ensuring that this relationship remains mutually beneficial, helping both charities find enthusiastic, caring and willing donors while introducing charity minded individuals to the deserving causes they can help support.

However, whilst personalised correspondence between an organisation and their potential donors/consumers is often appreciated by the recipient; we are aware that this contact can sometimes become an inconvenience.

Therefore, if you (or someone you know) would like to stop receiving unwanted postal or phone correspondence please see the following guide:



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## Register with the Mailing Preference Service (MPS)

All companies looking to introduce themselves to an individual are required to screen their prospect database against the MPS suppression file, ensuring that any individuals who have registered with the MPS will not receive any potential unwanted personalised marketing letters\*.



Please note\*, any advertising or information from organisations that you have asked to receive will continue to be delivered. The only way to stop this is to contact the organisation directly.

Registering with the MPS will not stop you from receiving un-addressed leaflets, mail addressed to 'the occupier' or free newspapers, however it is an effective way of reducing the amount of mail you receive.

There are a number of ways to sign up with the Mailing Preference Service, as follows:

**MPS Registration Line:** 0845 703 4599

**Fax:** 020 7323 4226

**By Email:** [mps@dma.org.uk](mailto:mps@dma.org.uk)

**Website:** [www.mpsonline.org.uk](http://www.mpsonline.org.uk)

**By Post:**

Mail Preference Service

Freepost: 29 LON20771

London W1E 0ZT



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## Register with the Telephone Preference Service (TPS)

All telemarketing companies are required to screen their databases against the TPS in exactly the same way as is required for mailers and the MPS. It is free to register, and by adding your details to this suppression file you can reduce the number of unwanted phone calls you receive.

If, after registering, you continue receiving unsolicited marketing from within the UK, you should complain to the preference service as it is illegal for companies to call anybody registered with the TPS. You should give the name, telephone number and address, if possible, of the company and the date of the call.

*There are a number of ways to sign up with the Telephone Preference Service, as follows*

**TPS Registration Line:** 0845 070 0707

**Tel:** 0845 703 4599

**Fax:** 020 7323 4226

**E-mail:** [tps@dma.org.uk](mailto:tps@dma.org.uk)

**Web:** [www.tpsonline.org.uk](http://www.tpsonline.org.uk)





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## Opt out of the edited Electoral Register

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The edited Electoral Register is used by businesses and charities for checking names and address details; users of the register include direct marketing firms and also online directory firms.

In order to be removed from this database you can simply tick the box when completing the annual registration process or contact your local elections office and request you be removed from the edited electoral register. Please note the removal process will not affect your rights to vote. In order to identify the details of your local office visit the website below:

<https://www.registertovote.service.gov.uk/register-to-vote/local-authority/lookup>

## Be sure to tick or untick the box

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When giving your information to an organisation, be sure that you read the terms and conditions and ensure that you opt out of third party correspondence if no further information from partners or relevant services are desired.

Some ask for an Opt in and others ask for an Opt out. Ensure that the right option is selected for your requirements. Please take the time to review the companies' terms & conditions with relevant information contained in the privacy section.





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## Contact the organisation in question

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Under the Data Protection Act 1998, any organisation is required to not use your personal information for direct marketing purposes if you make this request.

No organisation can decline your request for database removal and any personal information will be deleted from their mailing list.

## When contacting an organisation or company for a removal request ensure that:

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- This is requested in writing.
- Your full name and address are included, with the date specified.
- Ensure they are aware that you are asking them to 'stop (or not to begin) processing your personal data for direct marketing purposes in accordance with the Data Protection Act 1998'



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## Other useful information

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Companies are required to screen their data against the TPS every 28 days while MPS updates are provided every 30-90 days. This does mean that there is sometimes a slight delay between the time of registration and the removal of personal information.

If after registering with the MPS / TPS you continue to receive unwanted addressed marketing materials you can register your complaint with the ICO ([www.ico.org.uk](http://www.ico.org.uk)) which is the UK's independent body set up to uphold information rights.