



## CFD's Tuesday Tech Tips: Junk Mail

### Welcome

Oh, the great waste and inconvenience of the junk receive in our snail mail boxes every day! According to Misty McNally in the September/October issue of *Natural Home*, we receive annually **62 billion pieces of unsolicited mail**. McNally explains what this means in terms we can really understand. This amount of unsolicited mail will:

- “consume more energy in production and disposal than **2.8 million cars**
- Require **100 million trees** for paper
- End up in the trash (**44% never opened**), **bulking up landfills.**”

This installment of Tuesday Tech Tips includes some web addresses from McNally and other sources for eliminating wasteful junk mail that we receive through snail mail every week:

- [www.DMAConsumers.org](http://www.DMAConsumers.org): remove name from Direct Marketing Association list (\$1 fee); you must re-register every 5 years
- [www.OptOutPrescreen.com](http://www.OptOutPrescreen.com): remove name from credit card and insurance mailings
- [www.NewDream.org/JunkMail](http://www.NewDream.org/JunkMail): support junk mail legislation that allows persons to opt out of all direct mail advertising
- The following organizations will contact direct mailers for you *for a fee*:
  - [www.41pounds.org](http://www.41pounds.org): offers fundraising opportunities for schools
  - [www.greendimes.com](http://www.greendimes.com): a lifetime subscription with 240 trees planted
  - [www.stopthejunkmail.com](http://www.stopthejunkmail.com): subscription includes catalog removal tool and tree planting
- [www.junkbusters.com](http://www.junkbusters.com)
- [www.privacyrights.org](http://www.privacyrights.org): Here is a privacy rights form you can fill out, copy, and send to the snail mail addresses listed on their site.
- <https://preference.the-dma.org/cgi/ddnc.php> : This site allows you to register for deceased family members to stop their junk mail. (\$1 fee)
- If you wish to opt out of the coupon mailers (e.g., ValPak):
  - [www.advo.com/consumersupport.html](http://www.advo.com/consumersupport.html)
  - [www.coxtarget.com/mailexpression/s/DisplayMailSuppressionForm](http://www.coxtarget.com/mailexpression/s/DisplayMailSuppressionForm)
  - <http://www.privacyrights.org/inquiryform.htm>: Contact when someone says that they cannot or will not remove your name
- For opting out of catalog mailings:
  - [optout@abacus-us.com](mailto:optout@abacus-us.com) : Abacus is the database where names are shared by catalog companies; those not participating in Abacus, you must contact individually
- To opt out of credit reporting agency mailings:
  - **(888) 5OPTOUT (888-567-8688)** (okay, this is one phone call, but it will keep you from receiving mailings from the 3 major credit reporting agencies and Innovis (real estate marketing tracking real estate purchases)
  - For your Innovis credit report, [www.innovis.com/customer\\_assistance.htm](http://www.innovis.com/customer_assistance.htm)
- For more, check out [www.privacyrights.org](http://www.privacyrights.org)

Clean out that mailbox!

Sara