

SAY GOOD-BYE TO JUNK MAIL - OPT-OUT

contributed by Karen Kurtz, Americorp Member

We all get entirely too much junk mail. There is a solution to this: **WE CAN OPT-OUT!** When you Opt-out, you tell a company that you do not want them to use your information for certain purposes or to sell them to other companies. This will reduce the clutter in your mailbox and reduce the risk of identity theft, which has become so prevalent.

If you Opt-out of direct mail lists it will reduce the number of junk mailings you receive. Opting-out with the Credit Bureaus will limit the number of credit card applications you receive. You may call or write magazines and tell them not to release your information to other companies. You can get on the "do-not-mail" lists of companies from whom you do not want to hear. Junk mail can also be reduced by telling the companies "Don't rent or share my name." When requesting information from any mail order catalog-look for the box you need to check to keep THEM from selling your information to other companies.

Information on the "DO NOT CALL LIST" was in the September Senior Express. Call for a copy if you missed it!

More information for Opting-Out can be found at: <http://opt-outcdt.org/moreinfo/> and <http://www.junkbusters.com/self.html>

Here are the major marketing players in database collection and selling. Write or call them to exercise your right to "Opt-Out." If you do this in writing, be sure to give them your complete name, any previous last names, your complete address and telephone number. **Never give out your complete Social Security number**, but some may need the last 4 digits to correctly find your records and mark them for OPT-OUT. It may take up to 6 months to see a reduction in junk mail.

Equifax Options
P.O. Box 740123
Atlanta, GA 30374-0123

ADVO-System, Inc.
Consumer Assistance
P.O. Box 249
Windsor, CT 06095

Experian Consumer Opt Out
701 Experian Parkway
Allen, TX 75013
1-800-353-0809, option 3

Val Pak Direct Mktg Sys, Inc.
Attn: Opt-Out
8605 Largo Lakes Drive
Largo, FL 33773

Trans Union LLC-Removal Option
P.O. Box 505
Woodlyn, PA 19094
1-888-5OPTOUT or 1-888-567-8688

Certified Ad Services
Mailing Department
909 West Nielson Ave.
Fresno, CA 93706

Metromail Corp.
Consumer Services
901 West Bond
Lincoln, NE 68521
1-200-228-4571, Ext. 4633

Carol Wright Gifts
Customer Services
P.O. Box 7823
Edison, NJ 08818-7823

Acxiom Corporation
Attn: Opt-outs/Consumer Advocacy
P.O. Box 2000
Conway, AR 72033-2000
1-501-342-2722

Harte-Hanks, Inc.
Attn: Opt-Out
2830 Orbiter St.
Brea, CA 92821

Abacus Direct
Attn: Opt-Outs
P.O. Box 1478
Broomfield, CO 80038-1478
1-800-518-4453

Database America
Attn: Opt-Outs
470 Chestnut Ridge Rd.
Woodcliff Lake, NJ 07677-7604

InfoUSA
Attn: Product Quality
P.O. Box 27347
Omaha, NE 68127
1-888-633-4402

Mail Preference Service
Direct Marketing Association
P.O. Box 643
Carmel, NY 10512

Donnelly Marketing, Inc.
Attn.: Data Base Operations
416 S. Bell
Ames, IA 50010
1-515-382-5441

The Polk Company
Attention: Opt-Out Coordinator
26955 Northwestern Highway
Southfield, MI 48034-8455
1-800-873-7655

Businesses may offer to do this for you for a fee, but you can send the same letter to all of the above companies at 41¢ each. That would cost you only \$6.56. The letter can be simple:

Dear [Company Name]

I elect to Opt-out of marketing junk mail and calls. Remove my/our name(s) and address from your marketing database and do not provide it to any other company with whom you share marketing mailing lists.

Credit Bureaus: do not provide my name, address, and/or credit information to any creditors or lending institutions without my express written permission.

***Joe Q. Public
Joanne M. Public, aka Joanne Maiden
123 Main Street
Butler, PA 16001***