

### Unwanted Product Samples or Disks

Look for the following phrases:

- "return service requested"
- "forwarding service requested"
- "address service requested"
- "change service requested"

If you find any of these phrases, write "refused, returned to sender" on the unopened envelope.

Mail sent to "Resident," "Current Resident," or "Current Occupant" can be refused if it contains one of the above endorsements, or is sent First Class.

When merchandise is sent, although not ordered or requested by the consumer, the item is deemed a gift which the consumer may use or dispose of without any obligation. To avoid the consumer's assumption that unordered goods must be paid for, New York law requires that the goods include a conspicuous notice stating that payment is not required.

For unwanted pornographic or sexually explicit mail, obtain a copy of Form 1500 from your post office or download the form at [www.usps.com/forms/\\_pdf/ps1500.pdf](http://www.usps.com/forms/_pdf/ps1500.pdf).

### Catalogs, Charities & Contests

Call your catalogs to request only as many issues as you want. Cancel unwanted subscriptions.

Eliminate unwanted catalogs you receive at: <http://www.catalogchoice.org>. This is a free service.

If you contribute once a year to a charitable organization, ask them to send you only one donation request per year.



## Unwanted Phone Books

Call the numbers below to remove your address from phone book delivery lists:

Yellow Book: 1-800-929-3556

Verizon: 1-800-555-4833



*How many do you need?*



RENSSELAER COUNTY

Rensselaer County Legislature  
1600 7th Avenue  
Troy, N.Y. 12180  
Email: [Enviro@rensco.com](mailto:Enviro@rensco.com)  
Phone: 518-270-2880

*Your local government working for you*

*Rensselaer County  
Environmental Management  
Council*

**NO JUNK  
MAIL PLEASE**



**REDUCE  
JUNK MAIL**

DIFFERENT WAYS COMPANIES  
OBTAIN YOUR ADDRESS

- Buying lists from catalog sales companies and magazine subscription lists
- The use of the mail-in warranty registration cards and toll-free complaint lines
- Any time you dial a toll-free number, the company you called automatically receives access to your phone number.
- In most states, the Motor Vehicle Department sells address lists. These are particularly valuable, since they contain the addresses of nearly all adults in a state. The Rensselaer County DMV does not sell address lists.
- Most companies you pay bills to also sell address lists.

### Warranty Cards and other Forms

When filling out forms such as a warranty, subscription, raffle, customer info card, credit card application, membership for an organization, etc., add the phrase "please do not rent, sell, or trade my name or address" next to the other information you provide. Utilize the same phrase when ordering over the phone or internet.

Product warranty cards are not required in some situations. Read the fine print to see if you are required to return the card to validate the warranty. Registration may be important if the product you are purchasing is found to be defective and the manufacturer institutes a product call-back or upgrade. Give only your name, address and information about the product you purchased. Leave the rest blank.

Many of these warranty cards are sent to the National Demographics and Lifestyles Company which compiles direct mail lists of people based on the life-style, family income, and buying habits that people describe on the cards.

**Contact them at:**

**National Demographics and  
Lifestyles Company  
List Order Department  
1621 18th St. Suite 300  
Denver, CO 80202**

## STEPS TO REDUCE JUNK MAIL

### ★ Remove Your Name from Mailing Lists

Direct Marketing Association  
Mail Preference Service  
P.O. Box 282  
Carmel, NY 10512

Phone: 212-768-7277  
Email: [www.dmchoice.org](http://www.dmchoice.org)

Write to the Direct Marketing Association to opt out of their subscribers' lists. Include your name and address and request that this information be removed from unsolicited advertising lists of marketers who subscribe to this service. The DMA charges \$1 for this service. There are also opt-out options on their webpage. Mail addressed to "resident" or "occupant" cannot be stopped through the DMA. The service is good for 5 years.

### ★ Contact Other Direct Marketers

There are other list brokers and direct marketing firms in the U.S. besides the DMA. Send all the variations of your name and address to the list brokers and direct marketing firms listed below. Indicate the following: "Please remove my name and address from your mailing lists and do not rent, sell or trade my name or address." Some list brokers have options for removal on their websites.

**Val-Pak Direct  
Marketing Systems  
8605 Largo Lakes Drive  
Largo, FL 33773  
1- 888-797-1896  
[www.valpak.com](http://www.valpak.com)**

**R.L. Polk & Company  
Name Deletions,  
List Compilation Dept.  
6400 Monroe Blvd  
Taylor, MI 48180-1814  
1-800-873-7655**

**Opt Out  
InfoUSA  
Attn: Consumer Requests  
1020 E. 1st St.  
Papillion, NE 68046  
888-633-4402**

**Epsilon Data Services  
Abacus Cooperative Databases  
P.O. Box 1478  
Broomfield, CO 80038  
303-410-5100  
[abacusoptout@epsilon.com](mailto:abacusoptout@epsilon.com)**

**Donnelly Marketing  
470 Chestnut Ridge Road  
Woodcliff Lake, NJ 07675**

**Dunn & Bradstreet  
Customer Service  
899 Eaton Avenue  
Bethlehem, PA 18025**

**Valassis Direct Mail, Inc.  
Consumer Assistance  
PO Box 249  
Windsor, CT 06095  
1- 888-241-6760  
[www.advo.com/consumersupport.html](http://www.advo.com/consumersupport.html)**

**Metromail Corp.  
List Maintenance  
901 W. Bond  
Lincoln, NE 68521**

### Stop Unwanted Publications

When you receive an unwanted publication in the mail, call the 1-800 number located on the piece and ask to be removed from the mailing list (they will need information from the label on the catalog).

If you cannot find a phone number, return the label portion of the mailing to the solicitor's address with a note requesting the removal of your name and address. ★

### **End Credit Card Solicitations & Credit Bureau Lists**

Ask your personal credit card company to place you on their "in house" list that is not sold or traded to other companies.

*The major credit bureaus sell lists based on their databases. Contact them at:*

**Experian  
PO Box 949  
Allen TX 75002  
888-397-3742**

**Trans Union  
555 W. Adams St.  
8th Floor  
Chicago, IL 60661  
800-888-4213**

**Equifax Credit  
Information Services  
PO Box 740256  
Atlanta GA 30374  
800-685-1111**

★ Change of Address Notices ★  
The Post Office sells  
the names and addresses from its  
Change of Address cards.  
If possible, contact all your correspondents individually and  
do not fill out the Post Office's form.