

PREFERENCE SERVICES

Cleaning against various preference services varies from listowner to listowner. Therefore, if you have not been advised or are unsure what/or if the data has been cleaned against any of the preference services, then we would suggest you check prior to usage.

The following information is provided as a guide only. Please visit the links for each section for the most up to date information.

TELEPHONE PREFERENCE SERVICE (TPS)

The Telephone Preference Service (TPS) helps the consumer make sure their telephone number is no longer available to organisations, including charities and voluntary organisations who may telephone with offers and information the consumer may not wish to receive.

Under Government legislation introduced on 1st May 1999 and replaced on 11th December 2003 by the Privacy and Electronic Communications (EC Directive) Regulations 2003, it is unlawful to make unsolicited direct marketing calls to individuals who have indicated that they do not want to receive such calls.

It is the client's responsibility to ensure that the data is adequately TPS cleaned every 28 days. This is sometimes done by the listowner prior to output, however, as the client we would suggest, if unsure, you check to make sure the law is not being broken.

www.tpsonline.org.uk

CORPORATE TELEPHONE PREFERENCE SERVICE (CTPS)

The Corporate Telephone Preference Service (CTPS) is the central opt out register whereby corporate subscribers (*A corporate subscriber includes corporate bodies such as a limited company in the UK, a limited liability partnership in England, Wales and Northern Ireland or any partnership in Scotland. It also includes schools, government departments and agencies, hospitals, PLC's and other public bodies*) can register their wish not to receive unsolicited sales and marketing telephone calls to either all their organisation's telephone numbers, or to certain numbers. It is a legal requirement that companies do not make such calls to numbers registered on the CTPS. It is the client's responsibility to ensure that the data is adequately TPS cleaned every 28 days. This is sometimes done by the listowner prior to output, however, as the client we would suggest, if unsure you check to make sure the law is not being broken.

www.tpsonline.org.uk

FAX PREFERENCE SERVICE (FPS)

Under Government legislation introduced on 1 May 1999 it is unlawful to send an individual an unsolicited sales and marketing fax without prior permission. Businesses have the opportunity to register fax numbers on which they do not wish to receive direct marketing faxes.

It is the client's responsibility to ensure that the data is adequately FPS cleaned every 28 days. This is sometimes done by the listowner prior to output, however, as the client we would suggest, if unsure you check to make sure the law is not being broken.

www.fpsonline.org.uk

MAILING PREFERENCE SERVICE

The MPS Consumer File is a list of names and addresses of consumers who have advised they wish to limit the amount of direct mail they receive. The use of the Consumer File by list-owners and users is a requirement of the British Code of Advertising, Sales Promotion and Direct Marketing administered by the Advertising Standards Authority. It is also a condition under the Code of Practice of the Direct Marketing Association. MPS cleaning should be carried out every 90 days.

www.mpsonline.org.uk

For further information on the data you have received, please contact your Account Handler at **Integral Marketing** on 01753 544150.