

The Mailing, Telephone and Fax Preference Services



Information Commissioner's Office
Promoting public access to official information
and protecting your personal information

If you want to reduce the amount of unsolicited, personally addressed, marketing mail you receive, you can register with the Mailing Preference Service (MPS). The MPS is a service set up by the direct marketing industry to help people who do not want to receive 'junk' mail.

Registering with the MPS is free of charge. When you register with the MPS they will place your name and address on their consumer file which is then made available to direct marketers who subscribe to the MPS scheme. Members of the MPS scheme agree to ensure that mailing lists they use and supply are 'cleaned' of any names and addresses that appear on the MPS file; the result being that you should not, in future, receive their mailings. However, the MPS can only stop mailings that are personally addressed; it will not stop mailings that are unaddressed, or those that are addressed to 'the occupier'. You can reduce the amount of unsolicited, unaddressed mailings you receive by registering with Royal Mail Door to Door Opt Out scheme.

Membership of the MPS scheme is not a requirement of the Data Protection Act 1998 (DPA). However, several direct marketing industry codes of practice specify that direct marketers should clean their lists against the MPS file. This means there is substantial voluntary adherence to the scheme. Furthermore, many marketers recognise the benefits of subscribing to the MPS as it prevents them from wasting resources sending marketing material those who do not wish to receive it.

Registering may not stop the marketing mail you receive from organisations you have done business with. However, you have the right under Section 11 of the DPA to prevent individual organisations from using your personal data for the purposes of direct marketing. You should write to the organisation directly and ask them to suppress your details from their marketing lists. For more information see the [Stopping unwanted marketing materials](#) leaflet, available via our website at www.ico.gov.uk.

Similar schemes, namely the Telephone Preference Service (TPS) and Fax Preference Service (FPS), are operated by the Direct Marketing Association (DMA) on behalf of Ofcom. The TPS and FPS, unlike the MPS, have a legal basis. Organisations that engage in unsolicited direct marketing by telephone and fax must not market individuals and companies who have registered their numbers with the TPS or FPS.

Contact details

MPS/TPS/FPS
DMA House
70 Margaret Street
London
W1W 8SS

MPS Registration line - 0845 703 4599
TPS Registration line - 0845 070 0707
FPS Registration line - 0845 070 0702

www.mpsonline.org.uk

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