

Tips for Updating Mail Preferences

DMACHoice™ is a mail preference service offered by the DMA. It allows you to add or remove your name from mailing lists or put a deceased person's name on a do not contact list. Learn more here: https://www.dmachoice.org/static/about_dma.php

What is DMAchoice?

DMACHoice™ is an online tool developed to help you manage your mail. This site is part of a larger program designed to respond to consumers' concerns over the amount of mail they receive, and it is the evolution of the DMA's Mail Preference Service created in 1971.

As a nonprofit organization, we provide this service to help consumers express their marketing preferences to businesses. It is not a tool to effectuate rights under any specific law including the California Consumer Privacy Act (CCPA).

HOW TO REGISTER FOR DMAchoice™

Online registration:

Consumers can register at DMA's consumer website: www.DMAchoice.org for a processing fee of \$2 for a period of ten years. Registering online is the fastest way to see results. DMAchoice™ offers consumers a simple, step-by-step process that enables them to decide what mail they do and do not want.

In addition, DMAchoice online offers registration for the following:

- [eMail Preference Service](#) (reduce your unsolicited commercial email);
- [Telephone Preference Service](#) (to reduce national commercial calls for consumers who live in Pennsylvania and Wyoming - consumers in other states are referred to the National Do Not Call Registry: www.donotcall.gov);
- [Deceased Do Not Contact list](#) (for name removal of deceased individuals' names);
- And, [Do Not Contact list for Caregivers](#) (for caregivers to register name removal on behalf of those individuals for whom they care)

Mail-in registration:

If you do not wish to complete your registration online, you can register for DMAchoice by using the mail-in form that is online: fill out the [DMAChoice Mail In Form](#) with all required information, print it and mail to the address below.

Or, if you do not have access to the Internet, you can register by sending your name and address (with signature), along with a \$3 processing fee (check or money order payable to ANA) to:

DMACHoice
Consumer Preferences
P.O. Box 900
Cos Cob, CT 06807

PLEASE NO CERTIFIED OR REGISTERED MAIL