



SANTA CLARA COUNTY RECYCLING HOTLINE

Center for the Development of Recycling

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Junk Mail Reduction Kit

Some organizations, such as mailing brokers, catalog companies and credit card companies, trade, sell, or lend mailing lists. Reducing the volume of mail from these organizations requires removing your contact information from their national mailing lists. With a few simple actions, incoming junk mail can be greatly reduced. Reducing junk mail lessens environmental impacts associated with producing and distributing mail that often heads right into the garbage or recycling bin.

START WITH THESE STEPS:

- Call, write or go online to the following companies and request for your name to be taken off their list.



1. Visit www.catalogchoice.org
 - This company will help you reduce the flow of unwanted mail. Sign up for free, select companies you receive junk mail from, let them handle the rest!
2. OptOutPrescreen.com
 - This is the official Consumer Credit Reporting Industry website. It processes requests for customers to opt-in and opt-out of receiving mail offers from credit and insurance agencies
 - Go to website, click opt-in or opt-out at the bottom of the page
 - Select Electronic Opt-Out for Five Years
 - Fill out personal information and click submit

3. ValPak COX Target Media

- <http://www.coxtarget.com/mailexpression/s/DisplayMailSuppressionFormon/s/DisplayMailSuppressionForm>
- Use the request form to remove your address from the Valpak® mailing list

4. 41pounds.org

- Sign up and this company will do the work to reduce unsolicited mail. This service costs about \$35 for each individual in the household and is good for 5 years
- The average adult receives 41 pounds of junk mail each year

5. PennySaver

- <http://www.pennysaverusa.com/maillinglist>
- Use the form to remove your name from the mailing list

6. Register with the Direct Marketing Association

- Go to www.dmachoice.org/register.php

- Add any addresses that you currently live at or have lived at
- Add your email address, this will also act as your username for DMAchoice.org
- Create a password and submit
- Activate your account by opening the email and clicking the link
- You can now login at DMAchoice.org and select from catalogs, magazine offers, credit offers, and other mail offers to have your name and address removed from the mailing list



7. Redplum.com and Valassis

- <https://www.redplum.com/tools/redplum-postal-addremove.html>
- Fill out the form to be removed from advertisement services. It can take anywhere between 5-6 weeks to process your request

Yellow Pages



8. Opt out of Yellow Pages:

- Opt out of Yellow Pages delivery
www.yellowpagesoptout.com
- Enter zip code
- Click register now
- Fill out all applicable areas and click submit
- Go to your email, click the link to login
- Change your password
- Click select opt-out of publications and click opt out of all. Agree to terms then submit.



Best Buy

9. Best Buy mailing list removal

- Follow the directions in a marketing e-mail or direct mail or mobile communication that you receive from us
- Call 1-888-BEST BUY (1-888-237-8289) with your request and supply current contact information

- Send an e-mail with your request and current contact information to:
PrivacyManager@bestbuy.com
- Send a letter with your request and current contact information to: Best Buy Corporate Campus Attn: Customer Care/Privacy
7601 Penn Avenue South Richfield, MN
55423-3645

Name Variations

Junk mail from various solicitors can contain variations of an individual's name in databases. To eliminate all unsolicited mail from sources, each name variation may have to be used as you fill out all applicable forms to reduce your junk mail. Examples:

Johnny Luther Appleseed
Johnny L. Appleseed
Johnny Appleseed
John Appleseed
J. Appleseed