

Confirmation of contract/offer

Check to see whether your order will be promptly acknowledged so you can be reassured that it has reached its destination.

Safety and health warnings

Make sure that, where applicable and appropriate, there are safety and health care warnings which you would expect to be given at any other point of sale.

Concerning Your Name

How did they get my name, address and phone number? This is the question most asked about personalised mailings or phone calls.

YOUR SAFEGUARDS IN DIRECT MARKETING

Many companies keep the names and addresses of their customers so they can send them further offers that may be of interest.

There are many lists of names based on people's known interests. These lists may sometimes be rented by direct marketing companies.

The rental involves the names and addresses or phone numbers of individuals—no other personal details are rented or made available.

You're in Control

You can ask to be removed from mailing lists by going direct to the company that has mailed you. It is recommended that you put your request in writing. You can ask to be removed from any MA member's mailing or telephone lists through the Marketing Association's Name Removal Service. Simply write to the address on the back of this brochure giving your name, address and telephone/fax number, or visit www.marketing.org.nz and click on Name Removal Service on the home page.

Marketers will protect the privacy of your name (that is, never rent your name to another company) if you request it.

WHAT TO DO IF SOMETHING GOES WRONG

If something does go wrong — your goods have not arrived within the time stated, they're the wrong goods, or they've arrived damaged — you should firstly check the terms and conditions on the brochure. Write to the company outlining the problem and tell them what you would like done about it, e.g. refund or replacement. **KEEP A COPY OF YOUR LETTER.**

If you are not satisfied with the response you get, please put your complaint in writing to the Marketing Association and include a copy of the letter you sent to the company. We will do our best to get the problem sorted out for you.

MARKETING ASSOCIATION MEMBERS PROTECTING YOUR CONSUMER RIGHTS

When dealing with members of the Marketing Association, you can expect to have your consumer rights respected—whether you are buying a product or a service — because the company has agreed to :

- accept the Code of Practice for Direct Marketing
- accept the Advertising Codes of Practice
- promise only what it can deliver
- deliver your order promptly—or notify any delay
- keep clear records of your order and payment
- deal efficiently with returns, exchanges, refunds and replacements

Contact details :

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MARKETING
ASSOCIATION

A guide for direct buying from home by Mail Telephone or Internet

A service from the

New Zealand
Marketing
Association Inc.

MARKETING
ASSOCIATION

INTRODUCTION

More and more people are buying goods and services direct from their homes—by mail, by phone and the Internet. You may see an advertisement which invites you to respond to a catalogue, coupon, card, telephone number or website. So what are the benefits of shopping from home, and what are your safeguards? This guide will answer your questions, and help you make the most of what's known as direct marketing.

THE BENEFITS OF SHOPPING FROM YOUR HOME

Convenience

You can buy almost any product from a brochure, catalogue or website—and avoid the rush, the travel, and the hassles of shopping. You can discuss the product, the price, the special offer with your family and friends before you buy — at your leisure, in your time.

Vital Information

Good brochures, catalogues and websites can give you more accurate information about the product than many shop assistants can—so you will make a better buying decision.

New and Unique Products

The 'direct' of direct marketing also means that many products you're offered are new and unique—and not readily available through shops for quite some time.

Competitive Prices

Direct marketing can give you lower prices because overheads are often much lower than for retail selling—and the savings are passed on to you.

Guarantees & Refunds

Most direct marketing companies will let you inspect their goods—with no obligation—and there is usually a money-back guarantee. Carefully check the details, particularly if you are ordering from an overseas company.

Credit

You can sometimes buy on credit, often without interest charges, and pay in easy instalments.

Service

Direct marketers go straight to you, the customer, and they can give excellent service when it comes to enquiries, refunds, exchanges or guarantees.

Understand the Offer

When you are buying direct, make sure you understand the offer, the product, the price and any special conditions. A clear offer suggests a straight offer. If something looks too good to be true—or the offer is confusing—check it thoroughly!

TIPS FOR SHOPPING DIRECT FROM YOUR HOME MAIL

Order With Care

Make sure the company gives a street address and phone number as well as its postal address. Always print your own name and address clearly. Carefully check the details you should give to get the right product—and whether you can return the item if you are not satisfied.

Payment

Do not send cash through the mail. Pay by cheque or credit card, so that you have proof of payment. Many direct marketers will let you pay when you receive the goods. Often, you can use a free-post number or reply paid envelope to save postage. Check out the full cost of credit.

Keeping Records

Make a copy or detailed diary note of what you ordered in case there is an unexpected delay in delivery or an item gets lost. Contact the supplier in writing if you need help—and keep a copy. If you use a fax, you can order quickly and keep a record of your order at the same time.

Delays, Loss, Faults, Damage or Returns

If there is a delay in the stated delivery, check whether you have the right to cancel your order for a full refund. For loss, faults or damages, contact the company in writing to sort it out. For returns, check your rights and responsibilities—and who pays the cost of return.

TIPS FOR SHOPPING FROM YOUR HOME TELEPHONE

Many direct marketers invite you to order by phone—especially with an 0800 number—and increasingly companies now actively sell direct to you by phone as well.

All the above tips for shopping by mail count for telephone selling too—but here are some extra tips to deal with the telephone

Identify the Caller

Callers should clearly identify themselves and their companies as soon as you answer. They should also state the purpose of the call. If you have any doubts, ask for the telephone number of the company, check it in the directory, and phone back before you give any personal information.

Timing

Telephone selling is usually done only between 8.30am and 9.00pm—and you should tell the caller if it is not convenient for you to talk.

Ask Questions

If you are interested in the product or service offered, you have the chance to ask questions—so make the most of it!

“Cooling-off” Period

If you decide you don't want the goods or service, you have SEVEN DAYS to cancel the agreement starting the day after the date the credit agreement was made. This is called the 'cooling off' period. You don't have to say why you want to cancel. (See the Door to Door Sales Act for more details).

TIPS FOR SHOPPING DIRECT FROM YOUR HOME INTERNET

All the above tips for shopping by mail and telephone count for Internet selling too—but here are some extra tips to deal with buying from the Internet.

Website security

Before you decide to buy from a website—and particularly before you give your credit card details—look for information about the security systems the organisation uses. This information should be in clear, simple language so you can judge the level of risk in relying on those systems. Often you will see a small closed padlock symbol that shows it is a secure site.

Internet and email opt-out

Whenever you are asked for data or information that identifies you, make sure you are able to choose not to have this information made available to others for marketing purposes.

Verification of Internet orders

Always take the time to check that the details of your orders are correct and that you have the right to accept or reject the terms and conditions of the contract.