



New Zealand Marketing Association Suppression Service Product Descriptions

Do Not Mail List

- Has been operating for 20 years (previously known as the Name Removal Register)
- Contains 51 877 records (as at June 2009)
- 91.7% address accuracy with the PAF
- Includes Postal DPID field where there is a match with the PAF
- While every care is taken to ensure the accuracy of the information supplied, the Marketing Association accepts no liability for inaccuracy of information

Do Not Call List

- Has been operating for 15 years (previously merged with the Name Removal Register)
- Separate Do Not Call List was established October 2008
- Contains 46 082 records (as at June 2009)
- 91.7% address accuracy with the PAF
- Includes Postal DPID field where there is a match with the PAF
- Includes postal address
- Includes a maximum of 3 telephone numbers per individual
- While every care is taken to ensure the accuracy of the information supplied, the Marketing Association accepts no liability for inaccuracy of information

Death's Index

- Contains 7.5 years of historical data excluding those whose death has been registered at an address other than their home address
- Contains 177 870 records
- The data is sourced from the Department of Internal Affairs' Births, Deaths and Marriages division
- Includes Postal DPID field where there is a match with the PAF
- While every care is taken to ensure the accuracy of the information supplied, the Marketing Association accepts no liability for inaccuracy of information

If you have customers or client's who wish to be added to the Do Not Mail or Do Not Call Lists you can not do it for them, they must submit their own details. Please encourage them:

Online

www.marketing.org.nz, search Do Not Mail and Do Not Call

Email

marketing@marketing.org.nz

Mail

Do Not Mail and Do Not Call Lists
Marketing Association
PO Box 47681, Ponsonby, Auckland 1144

For detailed information on what to do, consumers can phone **0800 222332**

Subscriber structure and charges:

1. Subscribers can choose to receive 1, 2 or all 3 files (Deaths Index, Do Not Mail List, Do Not Call List). **Visit the following link to see product descriptions for each of these services: <http://www.marketing.org.nz/cms/general/5541>**
2. Subscribers fall into one of the following two categories:

Customer List Owner:

For use by companies, charities, research companies and/or organisations which use the Do Not Mail, Do Not Call Lists or Deaths Index to suppress contact from their own database. (Strictly for internal use by the Customer List Owner only).

Annual Subscription: (11 monthly updates)

Deaths Index: \$2,595 per annum

Do Not Mail List: \$1,595 per annum

Do Not Call List: \$1,595 per annum

Marketing Association Members receive a 25% discount (excludes Individual members)

Data Service Providers:

For use by list brokers, list owners who on-sell data, database service providers, fulfilment houses providing data services or any organisation which uses the Do Not Mail, Do Not Call Lists or Deaths Index to suppress names from their clients' databases. Strictly for internal use by the Data Service Provider only.

Annual Subscription: (11 monthly updates)

Deaths Index: \$2,995 per annum

Do Not Mail List: \$1,895 per annum

Do Not Call List: \$1,895 per annum

Marketing Association Members receive a 25% discount (excludes Individual member)

3. To subscribe to the suppression service you will need to review and complete the Subscriber Contract and Audit Agreement and return it to us at PO Box 47681, Ponsonby, Auckland, 1144.

Visit the following page to see the contracts: <http://www.marketing.org.nz/cms/general/5541>

Please note that one-off use of the Do Not Mail and or Do Not Call Lists or the Deaths Index will only be available through a NZMA-approved Data Service Provider.

If you have any questions about our name suppression service, please contact Sarah Bain sarah@marketing.org.nz.