

# CODE OF PRACTICE for the DISTRIBUTION OF UNADDRESSED MAIL

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## 1. INTRODUCTION

New Zealand marketers and the general public recognise that unaddressed mail is a compelling advertising medium used by many organisations. With this in mind, the Marketing Association has implemented a Code of Practice for the distribution of unaddressed mail. This is to ensure that its integrity as a marketing tool is maintained and strengthened.

## KEY PRINCIPLES

All members of the Marketing Association and signatories to the Code, including the distributors of unaddressed mail, their customers, employees, franchisees and contractors agree to:

- Uphold the spirit of the Code in all respects;
- Respect at all times the individual rights and privacy of the consumer;
- Ensure any delivery with which they are associated is consistent with the high standard of performance required by this Code.
- Observe appropriate national and local body legislation.

## DEFINITIONS:

**Dumping:** Means disposing of multiple copies of unaddressed mail in a public place (e.g. street, park, stream) when they are surplus to the number of letterboxes in any delivery route, or when the delivery person chooses to dispose of rather than deliver them.

**N.B.:** Member companies regularly monitor the quantities required for any particular route to minimise the risk of dumping. Part of the training given to delivery staff includes the responsible disposal or return of surplus mail.

**Letterbox:** A letterbox is the receptacle into which mail is delivered. It can be a single letterbox at the street-side of a residential property; one of a row of letterboxes at the street-side of a right-of-way where a number of houses is located; one of a row or bank of letterboxes in the lobby of an apartment block; or a letterbox at the roadside of a rural address.

In many cases the letterbox will comprise a weather-proof, enclosed section with a slot large enough for medium letters to fit through without opening the box; a cylinder into which newspapers are inserted; and an open-backed section into which small packages or oversized envelopes can be delivered. In some instances, the letterbox will only comprise one compartment with a slot for the delivery of letters, and a lift-up lid to enable newspapers to be placed in it.

The wide range of designs of letterboxes means that the training and judgement of the delivery person is particularly important when the size/capacity of the letterbox makes it unsuitable to receive a particular item, or when a letterbox is already full. (see points 2.2 and 2.3 in the Code).

**Multiple Copies:** Bundled quantities of unaddressed mail dropped off at an area supervisor's location or at an individual distributor's address, awaiting delivery into letterboxes.

**Sign requesting non-delivery:** Any sign displayed on a letterbox requesting that unaddressed mail not be delivered to that letterbox. The wording of such signs can vary, e.g. "No unaddressed mail", "Addressed mail only", "No junk mail", "No circulars", "Addressed mail and newspapers only". All such wording must be honoured.

**Unaddressed mail:** Means any mail or material that does not have a street address (i.e. street/road name and number, suburb, city or rural delivery address). It includes advertising material such as circulars, leaflets, brochures, magazines, flyers or newspapers.

## 2. THE CODE

### MAILBOX DELIVERY

- 2.1 Unaddressed mail must not be delivered to letterboxes where a sign requesting "Addressed Mail Only" is displayed;  
*NB: Public notices from Government bodies and local authorities and election material are permissible.*
- 2.2 Unaddressed mail - must not be delivered to letterboxes displaying a "No Unaddressed Mail", "No Junk Mail", or "No Circulars" sign.  
*NB: Public notices from Government bodies and local authorities and election material are permissible, as are community newspapers or magazines, communications from local citizens groups and charities.*
- 2.3 Unaddressed mail must not be delivered to addresses where there is no letterbox or where the letterbox is unsuitable for receiving or holding such material;
- 2.4 Unaddressed mail must not be delivered to letterboxes that are already full;
- 2.5 Other mail/material already in the letterbox must not be removed to make space for unaddressed mail;

### BULK DISTRIBUTION

- 2.6 Distributors must minimise waste by working closely with clients and printers to ensure product volumes are as closely matched as possible to the quantities required for delivery rounds;
- 2.7 Multiple copies dropped off for delivery must be secured in a safe place which has been authorised by the householder or other approved person;
- 2.8 In the unlikely event of unaddressed mail being dumped, the mail must be recovered by the relevant distributor and a full investigation undertaken to identify the reasons for the occurrence and to ensure that such an event is not repeated;

### MANAGEMENT AND TRAINING

- 2.9 Distributors must take all practicable steps to train all delivery contractors to ensure they understand and maintain the accepted standards of conduct under this Code, and will provide a copy of this Code of Practice to all contractors.
- 2.10 Distributors must ensure an appropriate system of performance management is in place to resolve breaches of the Code;

## CONSUMER SERVICES

This Code will be published on the Marketing Association website and regularly promoted to Government, business and charitable organisations.