

# Suppression

Direct Marketing is a popular method for brands to contact consumers - it's immediate, targeted and responsive. For such brands, mailing, emailing and telemarketing are great ways to inform customers and prospects about new products, services and special offers that could save them money. With charities for example, it's an economical way to raise awareness and much needed support.

From the consumer's perspective, direct marketing is a convenient way for them to shop from home... allowing them to take their time and make good decisions without pressure, and to get the products they want and need - often for less than they would pay in shops.

As responsible professionals, Direct Marketers do not want to upset anyone or waste time sending marketing messages that are not welcome. Preference Services offer consumers the chance to prevent companies from sending advertising messages through specific channels:

#### **Mailing Preference Service**

<http://www.mpsonline.org.uk/mpsr/>

#### **Telephone Preference Service**

<http://www.mpsonline.org.uk/tps/>

#### **Baby Mailing Preference Service**

<http://www.mpsonline.org.uk/bmpsr/>

If you have had marketing communication by mail, telephone or email either from DLG's brands or from a company to whom your details were passed by DLG and wish to be removed from DLG's database, please let us know.

Please include your full name and your postal address, phone number or email address depending on the method of contact.

**Email:** [consumerdataprotection@dlg.co.uk](mailto:consumerdataprotection@dlg.co.uk)

**Tel:** 0800 0526871

If you would like to know the details of personal data DLG holds about you in its database, please request in writing to:

Subject Access Request,  
DLG,  
64 Clarendon Road,  
Watford,  
Herts,  
WD17 1DA