

Warranty Cards- Should I Fill Them Out?

Most warranty cards that come with new products are used for marketing purposes. Why else would companies want to know your age, gender, income level, what magazines you read or what sports you enjoy? Since your product is already covered by a manufacturer's warranty, the only reason for sending in a warranty card would be to learn of a product recall or software upgrade.

Some credit card companies share their lists with others for marketing purposes. Contact the customer service office for each bank at which you have a credit card account and ask that your name not be given out.

These suggestions should help reduce the amount of unwanted, and therefore wasteful, mail that comes to your home or office. It may take 3 to 6 months before you begin to see a drop in mail and phone solicitations, but your efforts will pay off. Be persistent.

Last, but not least, be sure to recycle the mail that you receive. Just pull out all non-paper items, such as product samples, credit cards, plastic bags, etc. Unwanted mail may be placed in your curbside recycling bin with other recyclable paper, such as newsprint, boxboard, magazines

and corrugated cardboard. Check out the Recycling Guidelines or our website for more details about how to prepare your recycling.



Other Unwanted Solicitations

Telemarketers: You can register online at www.donotcall.gov to be removed from their list. Call the "Do Not Call" Telemarketing Sales Calls Registry at: 1-888-382-1222.

If you receive an unsolicited, unwanted call, ask the caller to put you on their "do not call" list. By federal law, phone solicitors (except for charities) are required to abide by your request.

Emails: Junk e-mail, or "spam", is a big problem for many Internet users. If you do business over the Internet, be sure to let the companies know you do not want personal information shared with others, or use the opt-out services listed on the previous page of this brochure.

Remember!
Reduce, Reuse, Recycle, and Rebuy!



Tompkins County Solid Waste Management Division

122 Commercial Ave. Ithaca, NY 14850
www.recycletompkins.org • 273-6632



Reducing Unwanted Mail

Americans receive over 87 billion pieces of unsolicited mail each year. This equals 300 catalogs and advertisements for every woman, man, and child in the country.

Here are several ways for you to reduce the amount of unsolicited, or "junk" mail that you receive, which will help reduce the need for recycling or disposal and will save valuable natural resources.

Did you know?...

- It takes about 70 million trees per year to produce the catalogs and advertisements we receive in the mail.
- Nearly half of this mail is thrown out unopened.
- If only 1 person stopped his or her junk mail, 1.5 trees could be saved every year.

How to Get Off Mailing Lists

Eliminate unwanted or duplicate mailings by calling the toll-free numbers when listed or by writing the sender. Ask them to take you off their lists, which most firms will do, no questions asked. When ordering products by mail, phone or on-line, ask the company to put you on its "in-house list only", to ensure that your name will not be rented or sold to other businesses or organizations.



Many firms now send one or more catalogs per month. In some cases, you can request fewer catalogs, such as one per season.

Print up some postcards with a "take me off your mailing list" message and mail them to the senders of unwanted mail.

Many companies and organizations provide a check box on membership or order forms so you can request that your name not be rented out. Be sure to check those boxes!



To eliminate unwanted coupons, ads and free samples that clutter your mailbox, call the following company with a request to remove your name and address from their list:

Valassis Communications, Inc.: 1-800-437-0479

Write, call or use the websites of the following direct marketing firms and credit bureaus (who also sell names and addresses) and ask to have your name removed from their lists. Include all versions of your name and address exactly as they appear. You can clip all mailing labels and tape or photocopy them onto a plain page.

The best way to get off most (but not all) lists is to contact the Direct Marketing Association, DMA, which represents over 3,000 direct mail firms, catalogers, publishers, retailers and service organizations.



If you shop by mail, you will have to call each company with whom you do business and have your name reinstated, since

DMA deletes your name from all its lists.

DMA Choice: Direct Marketing Association Inc.
1120 Avenue of the Americas
New York, NY 10036-6700
1-212-768-7277 x1500
www.DMAchoice.org

Contact Information for Direct Marketing Firms, Credit Bureaus, and other Companies to Opt-Out

Most companies will need your complete name (including any name variations), mailing address and telephone number (including area code) to be removed from their mailing lists.

infoGROUP

5711 South 86th Circle Omaha, NE 68127
1-800-794-1404
www.infogroup.com

Experian, Equifax, Innovis, and TransUnion

1-888-5optout (567- 8688)
www.optoutprescreen.com
(Additional Information Needed: Social Security number and date of birth)
Experian Consumer Services
901 West Bond Street, Lincoln, NE 68521
1-402-458-5247
www.experian.com/privacy/opting_out.html

AOL

1-800-827-6364 to be removed from the list.

Resources

Here are a few other ways to reduce unwanted mail and email.

- **Catalog Choice-** www.catalogchoice.org
- **The Center for Democracy & Technology Opt-Out-** www.opt-out.cdt.org
- **Ecological Mail Coalition-** www.ecologicalmail.com
- **Federal Trade Commission-** www.ftc.gov
- **Stop Waste-** www.StopJunkMail.org

The information supplied is current to the best of our knowledge but is subject to change without notice.