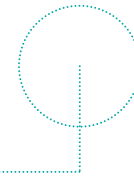


**Press Cutting:**

**The Software Bureau  
Brand Republic  
24<sup>th</sup> July 2008**







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## DIRECT MARKETING

### Software Bureau calls for suppression accreditation

The Software Bureau is calling for the direct marketing industry to support a suppression best practice accreditation system in order to clamp down on incorrect and poorly targeted direct mail, with backing from two charity clients.

- [Read the full article here](#)
- [DMA chief Smith promises to combat electoral roll ban proposal](#)
- [DMA report into DM spend at odds with Bellwether](#)






Software Bureau calls for suppression accreditation



Club Med appoints Cogent Elliott to €1.5m integrated account



OFT wins cross-border case to stop misleading prize draw mailings



Flowers Direct joins ipoints as loyalty partner

### DIRECT MARKETING NEWS



**Software Bureau calls for suppression accreditation**  
by Nikki Sandison, Brand Republic, 24-Jul-08, 12:00

LONDON - The Software Bureau is calling for the direct marketing industry to support a suppression best practice accreditation system...



**Mailtrack appoints Powell as head of sales and customer relations**  
by Jacquie Bowser, Brand Republic, 24-Jul-08, 11:30

LONDON - Digital marketing company Mailtrack has appointed Gary Powell, consultant sales director at LBM Direct Marketing, as head of...



**Broadsystem bolsters customer service with Zamiri hire**  
by Ben Bold, Brand Republic, 24-Jul-08, 11:35

LONDON - Customer contact and insight specialist Broadsystem has appointed Zhuman Zamiri as customer intelligence consultant.

### BLOGS



**Dinosaur firewall policies follow 'short-sighted' agencies**  
By Justin Hunt / Bloggerati

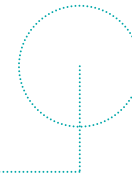
The fact that so many companies are refusing to review their firewall policies has been compared to the many short-sighted agencies who...



**Whedon plans internet takeover with Dollhouse**  
By Gordon Macmillan / Gordon's Republic

More news on the Joss Whedon front. Having already made a web splash with 'Dr.





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## Software Bureau calls for suppression accreditation

by Nikki Sandison Brand Republic 24-Jul-08, 12:00

**LONDON - The Software Bureau is calling for the direct marketing industry to support a suppression best practice accreditation system in order to clamp down on incorrect and poorly targeted direct mail, with backing from two charity clients.**

To meet the standard all organisations processing mailing data files would need to pass an accreditation process and the organisations responsible for initiating mailing campaigns would need to demonstrate that they use only accredited bureaux.



Dobson: client services director at The Software Bureau

Mark Dobson, client services director at The Software Bureau, said: "This standard of suppression will be a kitemark for best practice within the industry. Direct marketing has come under the microscope like never before, and like most sector-tainting issues, the actions of a few tarnish the reputations of many and we must act now if this valuable channel is to be saved."

The Direct Marketing Association has agreed to consider the proposal. Mike Lordan, director of consumer services at the DMA, said: "There is a need for a suppression best practice and some sort of kitemark for environmental factors, as well as data protection issues. It is definitely something we'll consider."

Some of the Software Bureau's clients have also come out in support of the accreditation system, including Amnesty International and Help the Aged.

Nick Mason, database marketing manager at Amnesty International, said: "This is the perfect way to separate the wheat from the chaff. The organisations that are mailing responsibly and going to adequate lengths to keep their data clean will welcome the standard, and it will expose those that aren't taking suppression seriously."

Stephen Newberry, database marketing services manager at Help the Aged, said: "This initiative should reward organisations like Help the Aged, that recruit and retain donors in the most cost-effective way possible, and more importantly will also help our donors to feel reassured that money isn't being wasted."

