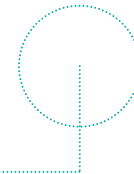


**Press Cutting:**

**The Software Bureau  
Data Bulletin  
24<sup>th</sup> July 2008**





## **DATA BULLETIN** WEEKLY NEWS FROM BRAND REPUBLIC

### 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 in order to clamp down on incorrect and poorly targeted direct mail, with backing from two charity clients.



#### **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 sales and customer relations.

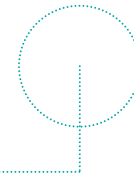


#### **Chelsea FC selects SmartFocus to improve supporter marketing**

by Ben Bold, Brand Republic, 21-Jul-08, 15:15


LONDON - Chelsea Football Club has appointed SmartFocus to improve its supporter marketing by using the agency's CRM software.





## DATA BULLETIN

WEEKLY NEWS FROM BRAND REPUBLIC

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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."

