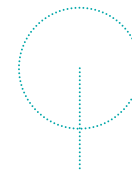


**Press Cutting:**

**The Software Bureau  
Precision Marketing  
25<sup>th</sup> July 2008**





**News Analysis**

Key findings of this year's CCB fast.MAP/PMMarketingGAP Report

11 >>



**Vertical Markets**

Current economic conditions put hospitality budgets under pressure

17 >>

# Precision Marketing

PRECISIONMARKETING.CO.UK

THE NEWS MAGAZINE FOR DIRECT MARKETING, DIGITAL AND DATA

JULY 25 2008 £3.99

## Clients call for suppression reform

Sara Kimberley

Top client companies, including Amnesty International and Help the Aged, are calling for the industry to adopt suppression best practice – including the launch of a new logo for mailings – in a move that has gained the support from industry body DMA (UK).

The initiative, proposed by The Software Bureau, aims to make suppression best practice an industry standard with an accredited logo, which, in time, will become part of the DMA code of practice.

The scheme is designed to clamp down on incorrect and poorly targeted direct mail and promote the importance of suppression to enable consumers to



**Amnesty International**

Joining calls for industry-wide best practice for use of suppression files

see how responsible mailers are.

Amnesty database marketing manager Nick Mason says: "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 who aren't taking suppression seriously.

"I'm sick of seeing the whole sector taking a battering because of the actions of a few, and I think a standard would promote the importance of suppression and enable consumers to see how responsible the majority of mailers are.

"Anything that shows the sector is prepared to act to improve the image of direct mail, one of its most profitable channels, has to be a good thing."

The Software Bureau client services director Mark Dobson says to adhere to the standard all organisations processing mailing data files would need to pass an accreditation process and the organisations responsible for initiating the campaigns would need to demonstrate that

they use only accredited bureaux.

He comments: "Direct marketing has come under the microscope like never before and like most sector-tainted issues, the actions of a few tarnish the reputations of many and we must act now if the valuable channel is to be saved."

The DMA has welcomed the move and believes suppression best practice would be good for the industry.

DMA director of consumer services Mike Lordan says "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."

