

◆ What is the Direct Marketing Commission?

The Direct Marketing Commission, (the DMC), is an independent self-regulatory body that provides protection to UK recipients, users and practitioners of direct marketing in those areas not already covered by other co- and self-regulatory organisations. If you are in doubt about which organisation to contact, then just let us know.

We do this by investigating complaints, scrutinising direct marketing issues and practices, providing guidance to consumers, the direct marketing industry and policy makers, and making sure that direct marketing in the UK observes the high standards set out in the Direct Marketing Code of Practice.

Anyone can complain to us **free of charge** and our adjudications on complaints are published on our website www.dmcommission.com.

◆ How can I make a complaint?

Contact the Direct Marketing Commission by using our online complaints form at www.dmcommission.com, by email at dm@dmcommission.com, by writing, phoning or faxing us, sending any accompanying evidence you may have to support your complaint:

The Direct Marketing Commission
70 Margaret Street
London W1W 8SS
Telephone: 020 7291 3350
Fax: 020 7323 4165



Before you make a complaint to the DMC, you should first make a formal complaint to the company concerned. Contact us if you feel it has not been resolved adequately. Your complaint to the DMC has to be made within three months of the date it was taken up with the company. Then it can be brought to our attention. You should also note that we are unable to become involved with matters of financial compensation.

We will tell you if your complaint is one that we can pursue under the Code. If it is, we will contact the company in question setting out the grounds of the complaint, attaching the correspondence you have sent and giving them a date by which they must respond.

Some complaints can be resolved quickly and informally. Others call for a more formal investigation and take longer to resolve. We will tell you which category your complaint falls under.

If the company does not respond adequately to the DMC, or where we consider that the complaint warrants a formal investigation, the case will be adjudicated by the Board of Commissioners.

Further information can be found at www.dmcommission.com.

◆ What do we mean by Direct Marketing?

Using direct marketing to buy goods quickly and easily, or as a source of information, is now an everyday occurrence for millions of consumers. Direct marketing is a dynamic area and a number of regulators exist to provide consumer protection. If you have a complaint, you can find out by emailing the DMC or by telephoning us if the issue you're raising falls within our scope.

Sometimes there are other resources you can use that are better suited to your complaint, for example advertising regulators or your local trading standards department. If that's the case we will help you find the most appropriate body.

The following list outlines the most common direct marketing channels, although this is by no means exhaustive and changes as the market and media continue to develop:

- ◆ **Direct mail:** personally addressed mail posted direct to you.
- ◆ **Emails:** personal emails sent to you.
- ◆ **Telemarketing:** calls to you from a company offering products or services.
- ◆ **Leaflets, circulars and free publications:** unaddressed communications and items delivered house to house by hand.
- ◆ **Catalogues or ecommerce:** a printed or electronic database of products and means of purchasing directed to you.
- ◆ **Inserts:** leaflets and catalogues inserted into paid for magazines, newspapers and supplements plus third party communications inserted within addressed communications such as statements and bills.
- ◆ **Field Marketing/demonstrations:** people giving out samples or promoting a product or service in a public place.
- ◆ **Customer magazines:** written for customers offering advice and information on the company's products and services.
- ◆ **Television and radio advertising:** that give a contact number, website address or that invites some action such as 'see in store for details'.
- ◆ **Newspapers and magazine display advertising:** that give a contact number, website address, or that invite you to 'see in store for details'.
- ◆ **Mobile messaging:** communications via your mobile phone inviting you to respond to a text message or use your mobile to respond to a communication received via another method.
- ◆ **Interactive TV:** using the red button on your TV to respond to or buy from advertisements or offers.
- ◆ **Outdoor advertising:** any invitation to participate in direct marketing 'outside the home' eg on posters.