



Arlington County Mail Preference Service
<https://arlingtonva.catalogchoice.org>

- **What is the Arlington County Mail Preference Service?**
The mail preference service is a free online service that allows residents to easily opt out of unwanted marketing mail and name sharing. The service includes mail order catalogs, donor solicitations, credit card and insurance offers, phone books and coupons.
- **What is Catalog Choice?**
The Arlington County mail preference service is powered by Catalog Choice. Founded in 2007 to provide consumers greater control over the marketing materials that enter their mailboxes, Catalog Choice, a TrustedID company, is the world's largest preference and privacy portal. Since its launch, Catalog Choice has connected more than 1.5 million consumers with 8,800 direct marketing brands to process more than 22 million opt-out requests.
- **Can I use the service to opt out of ALL unwanted mail at once?** This free service offers the ability to opt out of individual company mailings of your choice, not all at once. Catalog Choice does offer a premium service called MailStop Shield that prevents the biggest data brokers from selling your identity.
- **Is my personal information kept private?** Yes. Catalog Choice and its parent company TrustedID never rents, sells, or releases your name for any purpose other than fulfilling your specific mail preference request. Additional protection is described in the Catalog Choice privacy policy: <https://www.catalogchoice.org/privacy>
- **Will I end up getting more email spam or junk mail?** No, the service only provides companies with the information they need to take your name off of their mailing list. The service uses a unique Catalog Choice email address for each opt-out you create and does not provide them with your personal email address. Companies receiving your opt-outs are not allowed to sell your name and address to any third parties.
- **What if I've used the service and I'm still getting the same mailings?** It can take up to 90 days for mailers to process your opt-out requests. If you continue to receive the same mailings after 90 days, you can make a new request or you can submit a complaint directly to the mailer through the service's dispute process.
- **How does the dispute process work?** To file a complaint, go to "Your Choices" and click on the "Details" button for the offending brand. This will bring you to the Activity Statement that displays a record of your requests. If your initial request was made at least 90 days ago, you will see the "File a Complaint" button. Catalog Choice delivers the complaint to the mailer and asks for confirmation. If the complaint is not resolved, Catalog Choice may deliver the

complaint to the FTC's Consumer Sentinel Network.

- **Why would direct mailers comply with Catalog Choice if no laws govern mail preferences?** Companies participating in Catalog Choice are obligated to adhere to our Terms of Service. Catalog Choice delivers requests to non-participating companies based on the terms of their privacy policies. It is in the industry's interest to self regulate by demonstrating best marketing and privacy practices in order to avoid government mandates. Catalog Choice collaborates closely with direct marketers to ensure that they honor your mail and name sharing preferences.
- **What if I can't find the customer number?** Some mailings, like catalogs, will have a customer number printed on the mailing label. If you include the customer number when opting out, you will increase the likelihood of the company identifying your records. If you do not have the customer number, click "Not Available" when opting out.
- **I clicked the link in the activation email or password recovery email and nothing happened. What can I do?** Roll over the link with your mouse. With some mail servers, a box will appear giving you the option to Enable Links. Click on "For this message", and then click on the link provided. If you are continuing to experience problems, please contact Catalog Choice.
- **How can I get more help?**
If you need more help, please email team@catalogchoice.org.