

## Telephone Preference Service Frequently Asked Questions

**Q: What does TPS stand for?**

A: Telephone Preference Service.

**Q: What is the current TPS count?**

A: As of January 2005, the count is: 7,954,950.

**Q: When the Consumer refers to pander file what does that mean?**

A: Pander file is another term used for MPS or TPS file.

**Q: What is the difference between MPS and TPS?**

A: MPS is an effective means of purging your mailing lists of consumers who want to receive less advertising mail at home. TPS is an effective means of purging your calling lists of consumers who want to receive fewer promotional calls at home. Individuals register with MPS or TPS by providing their name, home address and home telephone number in writing to the DMA. Consumers learn about the availability of the service through state and local consumer agencies and through print and broadcast advertising. Consumers can also register for the MPS, TPS and EMPS by visiting <http://www.dmaconsumers.org/consumerassistance.html>

**Q: How do consumers register their home telephone number with TPS?**

A: In order to find out more information on how Consumers may register phone numbers with the DMA's Telephone Preference Service please visit our website at: <http://www.dmaconsumers.org/consumerassistance.html>  
Consumers that do not have access to the Internet may call our consumer hotline at: (212) 790-1488.

**Q: Can I place my business phone number and/or address on the MPS/TPS file?**

A: No. Only consumer households and phone numbers can be placed on the list

**Q: How long will it take for consumers to notice a difference in the number of phone calls, home mailings and e-mails that I receive from marketers?**

A: Registrants typically notice a reduction in solicitations after a period of approximately three months.

**Q: How long does an individual stay on the TPS lists?**

A: The individuals stay on the file for 5 years or until they move.

**Q: How does the TPS file work? How do marketers use the file?**

A: Once a marketer becomes a subscriber, they will receive the file quarterly and have the option of receiving monthly updates. The quarterly file is a complete file of all consumers who have registered with the service in the past 5 years and it replaces all previous files. The monthly files are updates (adds). Deletions are done with each quarterly complete file. Subscribers pass the files against their current database and suppress those consumers on the TPS file.

**Q: How do I subscribe to obtain the list?**

**A:** To subscribe to the DMA's TPS and MPS files, go to: <http://preference.the-dma.org> for further instructions.

**Q: How much does the TPS file cost?**

**A:** For an annual subscription with four quarterly updates, the cost is \$700 per year. If you would also like to receive 8 additional monthly files, the total cost is: \$1,070 per year.

**Q: Can I subscribe for one shipment only?**

**A:** No, we regret that we cannot provide partial year subscriptions.

**Q: Is there any way to get a discount?**

**A:** The DMA is a not for profit organization and offers TPS and MPS files at a minimal cost to cover our processing fees. We regret that we cannot provide partial year subscriptions, reduce the rate or provide the file, free of charge.

**Q: How long does it take to get the file?**

**A:** Please allow up to 10 days for processing and additional time for shipping via regular mail. If you need the file sooner, please include your FedEx, or UPS account number. You will receive an e-mail confirmation once your order is processed. Files are shipped as soon as your order is processed. If you subscribe to the online downloads, please allow 24-48 hours before you receive your username and password via email from us.

**Q: I did not receive my file. Can you send me another copy?**

**A:** There is a \$100 replacement fee for each additional CD requested. Please use the [Contact Form](#) to submit your request and we will fax an invoice to you.

**Q: Do I need to be a DMA member to subscribe to the TPS service?**

**A:** Subscribers do not need to be DMA members to get TPS, MPS or EMPS Cleaning service, but if they are members they must use these files as a condition of their membership as outlined in the DMA privacy promise. Again, for information on TPS, MPS, EMPS and subscription agreements please refer them to the Preference Service website at: <http://preference.the-dma.org>.

**Q: How can I speak with someone?**

**A:** Please use the [Contact Form](#) to contact us with any questions and a representative will call you.

**Q. What is the format of the TPS file?**

**A.** The TPS files are available in tab-delimited (.txt) format via download or CD-ROM.

**Q: Can I order another format besides tab delimited?**

**A:** The standard format is tab delimited. However, we may be able to accommodate requests for other formats for a \$100 fee for each file processed.

**Q: Which states does the TPS file include?**

**A:** TPS files are compiled from consumers throughout all 50 states and Puerto Rico that have written to the DMA and notified the DMA that they would like to reduce the amount of unsolicited mail or telephone calls that they receive at home. We house the lists for ME, WY, and PA and these lists are included on the TPS file. You can also purchase these lists separately.

**Q: What about Federal requirements for telemarketers?**

**A:** The Telephone Consumer Protection Act and the Telemarketing Sales Rule require that telemarketers offer consumers in-house suppression upon request.

Using TPS compliments your in-house suppression file by removing in advance those consumers who have already expressed the desire not to receive any calls at home – saving you time and money.

**Q: How do I know if I am complying with all state regulations?**

**A:** The best way to find out is to contact the Attorney General’s office of the state in question. If you are a DMA member, you may access the “White Pages” for more information.

**Q: Which states require that I receive the do-not-call files directly from the state?**

**A:** The best way to find out is to contact the Attorney General’s office of the state in question .For more information on how to contact the states directly please visit: <http://www.the-dma.org/government/donotcalllists.shtml>

**Q: I need to change my TPS subscription from just receiving the PA file to receiving the national file or vice versa.**

**A:** All requests to change file type or format will be subject to a \$100 surcharge. Please use the [Contact Form](#) to send your request.

**Q: I need to change my contact name and address on my TPS subscription.**

**A:** Subscribers who wish to change their contact name or address must do so in writing via fax or email. If you wish to change the media or frequency, please send an email or fax including your company name, address, phone #, contact and your request.

**Q: Why did the counts drop on TPS?**

**A:** Each month we check expiration dates & records over 5 years old are eliminated from the file.

**Q: How do you validate the files or data you receive?**

**A:** Upon entry, telephone numbers are checked to ensure they are valid and addresses are standardized according to CASS Standards. Periodically, disconnected phone numbers are removed from the system and changed area codes are updated.

**Q: How do I renew my TPS subscription and also switch to Monthly updates from Quarterly?**

**A:** Print out your the subscription agreement, write “renewal” at the top and send the completed form to us with your payment. Please note what frequency you would like to switch to and we will make the change to your account.

**Q: When did the preference Service files begin?**

**A:** TPS began in 1985.

**Q: What is the difference between an End User and a Service Bureau?**

**A:** End User - includes any organization that provides, offers to provide, or arranges for others to provide goods or services to the customer in exchange for consideration.  
Service Bureau - an organization that provides assistance to sellers.

**Q: Are email reminders sent out when a new file is available?**

**A:** Email reminders are sent to all FTP (download) customers for all products except the Ported numbers list.

**Q: Can I switch from Quarterly to Monthly while my subscription is still active?**

**A:** For TPS we charge \$95 per extra monthly file. (We do not charge for the quarterly file that you have already paid for from your original subscription). In order to do this, you would need to contact Preference Services and we will generate a surcharge invoice for you.

**Q: Can I get a refund?**

**A:** If you, the subscriber, are not satisfied with the purchased product or service, the Company will refund the purchase price within 30 days of the signing or agreeing to the Subscription/Purchase agreement(s) and upon receipt of the returned merchandise. We regret that no refunds can be offered after 30 days of purchase and that we cannot offer refunds on the Wireless Ported Numbers File.

If you sent your request for a refund in writing within 30 days of your purchase, you can expect a refund in the same form of payment originally used for purchase within 30 business days of our receiving your written request.

We regret that no refunds can be offered after 30 days.

If you mailed in your subscription agreement, you can view our refund policy and complete terms and agreements on the subscription form that you sent to with your signature and payment information or the online terms and conditions you agreed to, if you purchased online.

For your convenience please go to <http://preference.the-dma.org/subscribe.php> to review these terms.

**Q: Do you send out reminder emails on expiring accounts?**

**A:** We send out reminder emails to customers who download their lists at 90, 30, 15, and 0 days left till expiration.