



You're 5 Steps Away from Implementing A Stellar Ethical Marketing Program

DMA Ethics and Compliance

5 Steps to a Stellar Ethical Marketing Program

REVIEW OUR GUIDELINES

DMA principles and guidelines have led the industry in self-regulation for over 60 years.



1

REVIEW YOUR PRACTICES

Your own organization will have established roles for each department connected with engaging consumers.



2

UNDERSTAND THE REGULATIONS

Regulations change fast and can have severe implications for marketing organizations that fail to observe them.



3

GET CERTIFIED

Master the disciplines required to ensure your organization remains compliant.



4

STAY INFORMED

Learn what concerns consumers most about marketing practices.



5

Ethical Marketing Program

You're only 5 Steps Away from Implementing a Stellar Ethical Marketing Program!

As we release the latest DMA Annual Ethics Compliance Report, we're reminded that the best way to ensure your marketing plans and practices are ethically compliant is to conduct your own annual ethical marketing check-up.

With over six decades of experience in providing and enforcing the long-standing self-regulatory rules governing ethical marketing practices, we're happy to share the results from the past 18 months of our work with educating companies and consumers on marketing ethics issues, as well as provide you with additional steps for your own annual check-up.

1. REVIEW DMA MEMBER PRINCIPLES, GUIDELINES AND DATA 2.0 GUIDANCE

Our guidelines are set and enforced by your peers. These sensible guidelines help you navigate all areas of your marketing and cover both offline and online data practices.

If you're interested in joining one of our ethics committees, please contact us. It's a great way to stay on top of the issues affecting marketers and consumers, share knowledge with your peers, and help shape DMA's Self-Regulatory Program.



DMA Accountability Enforcer / Compliance

2. REVIEW YOUR COMPANY'S INTERNAL MARKETING PRACTICES

Review each department's role in your marketing plan. Review procedures for copy development; data flows; information collection/sharing practices; security protocols; and customer service. The number one concern we hear from consumers is about problems reaching companies/organizations and having them honor their marketing preferences.

Make it simple for a consumer to reach you regarding their marketing preferences for mail, email, calls and online ads.

Make sure the email address you provide in your privacy policy or contact us page is still valid.

If you have an online contact form – make sure this form allows for consumers to contact you regarding their marketing preferences.

3. IN THIS EVER CHANGING REGULATORY ENVIRONMENT, MAKE SURE YOU'RE UP TO SPEED ON RESTRICTIVE STATE AND GLOBAL REGULATIONS

California's new privacy laws; Vermont's data broker law; the [General Data Protection Regulation \(GDPR\)](#); [Privacy Shield](#); and [email regulations](#) – Canada's Anti-Spam Law (CASL), authentication, global guidance affecting email marketers, etc. DMA is your go-to online resource for marketing guidance.

4. EARN THE DMA ETHICAL DATA & MARKETING PRACTICES CERTIFICATE

[This certificate program](#) will help you learn the key components and most recent updates to the [DMA Guidelines for Ethical Business Practices](#) – ensuring your company remains compliant and is not left behind in the face of ever-evolving challenges to data protection.

5. REVIEW DMA'S ANNUAL ETHICS COMPLIANCE REPORT

DMA just released its latest [report](#) showcasing the types of complaints we've processed over the past 18 months.

Learn what consumers are most concerned about in the offline world – mail removal requests being honored, and online world – how to better manage their online ad experience. Consumers are seeking more control over the content and placement of online ads.

The other most revealing statistic is the number of consumers with inquiries about online ads on mobile devices which has skyrocketed from 11% in 2015 to 53% during the current reporting period. Be sure to check out the full report and [companies found to be out-of-compliance](#) with our Guidelines.

FOR MORE INFORMATION

Please [contact us](#) if you'd like to get more involved in the DMA Self-Regulatory Ethics Program or have an ethical marketing question.

To file an ethics marketing complaint, please [submit the appropriate complaint form](#) and include any relevant supporting documentation or screen shots for our staff and/or our Ethics Committee to review.

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