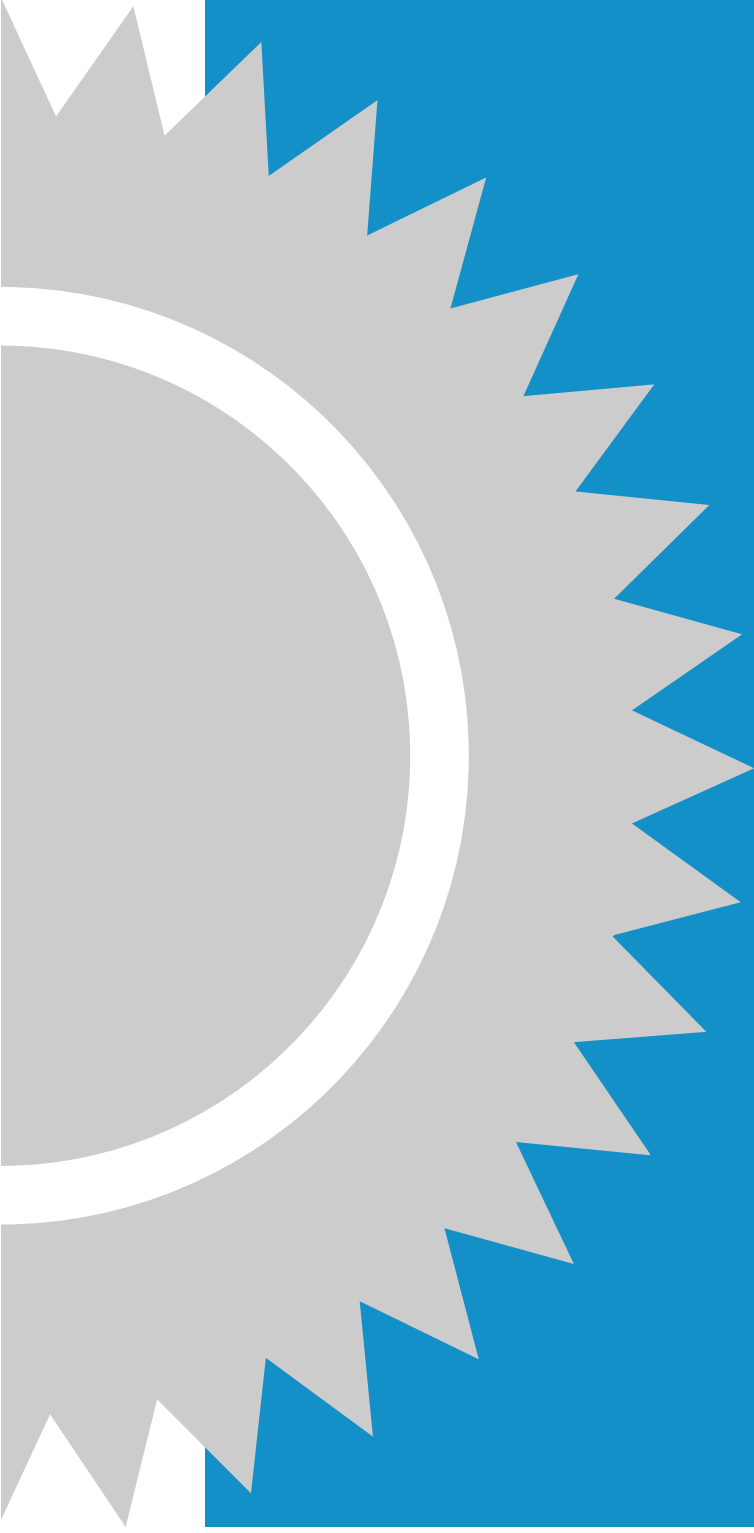


DMA BEST PRACTICE GUIDELINES FOR RESPONSIBLE SAMPLING



THE DIRECT MARKETING ASSOCIATION (UK) LTD

BEST PRACTICE GUIDELINES FOR RESPONSIBLE SAMPLING

INTRODUCTION

- 1 These Guidelines seek to set best practice for members involved in the distribution and supply of samples. They aim to ensure that all members involved in sampling act responsibly to ensure the highest standards in practice and consumer protection.
- 2 Members should comply with the General Code for Responsible Sampling which has been drawn up in conjunction with the following Associations:

Association of Household Distributors
Institute of Sales Promotion
Field Marketing Association
Periodical Publishers Association
Proprietary Association of Great Britain
- 3 Compliance with these Guidelines and with the General Code is not mandatory for members but the extent to which a party has followed them may be considered relevant by the Direct Marketing Authority in any adjudication of a dispute involving a complaint against a DMA member under the DMA Code of Practice.
- 4 Primary responsibility for a sampling campaign rests with the promoter/s but all members involved in the distribution and supply of samples should take account of these Guidelines and the General Code. Members should draw the promoter's attention to them and should refer to them in any contract between themselves and the promoter.
- 5 Members must ensure that all advertising which promotes the availability of samples and which accompanies product samples complies with the DMA Code of Practice and with the British Codes of Advertising and Sales Promotion.
- 6 Samples are products or services which are provided free of charge.
- 7 For the purposes of these Guidelines, minors are those under 18 years.

GUIDELINES

- 1 Packaging
 - 1.1 Members intending to deliver samples to households should assess the risk of the sample causing harm to minors and household pets. Suitable packaging should be used.
 - 1.2 Members should have a clearly defined authorisation procedure for approving product/packaging combinations intended for sampling and should issue warnings or guidance where appropriate. The procedure should include consideration of physical, toxicological and other health and safety aspects.

- 1.3 Members must ensure that packaging complies with relevant legal requirements. Members should also refer to these Guidelines and to the Code of Practice for the Packaging of Consumer Goods issued by the Packaging Standards Council.
- 1.4 Members should take reasonable steps to ensure that packaging protects the contents from damage and from causing harm to those who have access (such as those handling or delivering samples such as sharp implements).
- 1.5 Taking safety requirements into account, Members should ensure that packaging has minimal impact on the environment.

2 Labelling

- 2.1 Where possible, members should ensure that all product samples carry the words 'FREE SAMPLE'.
- 2.2 Members should label samples so that the recipient is in no doubt as to its contents before opening. Any potentially dangerous ingredients should be clearly indicated on the outside of the primary and secondary packaging.

3 Delivery

- 3.1 Members should ensure that items are able to fit through an average letterbox. A sample should not be designed or packaged in such a way which forces the person making the delivery to leave the item on the doorstep or in another place outside the premises.
- 3.2 Members must avoid items which appear on the Royal Mail's published list of prohibited products.

4 Samples

- 4.1 Samples should be of satisfactory quality.
- 4.2 For the sampling of tobacco products members must refer to the DMA's Rules on Tobacco Direct Marketing which is Appendix 3 of the DMA Code of Practice 2nd Edition.
- 4.3 Members promoting electronic products should have appropriate indemnity.

5 Advertising

- 5.1 Members must not mislead respondents who are invited to request samples for products or services as to the sample being offered.
- 5.2 Members must explain clearly the steps a respondent must take in order to claim a sample.