

# New service to help Stop Junk Mail & Raise £100m for Charities

Submitted by: Directive95

Wednesday, 26 November 2003

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Directive95 has launched the world's first truly permission based marketing data site at [www.directive95.com](http://www.directive95.com). The UK based company is on a mission to:

- STOP the £2.14billion wasted on "Junk Mail" every year in the UK!
- Raise £100 million for Charity
- Pay YOU for the advertising you choose.

People are being encouraged to visit [directive95.com](http://directive95.com) and complete a short, 10 minute online survey of the products and services they are looking to buy and are happy to receive information about. The company then charges advertisers, a fee per "sales opportunity" and divides the revenue between the Member, their chosen charity and Directive95.

The Member receives 25% of the fee from the advertiser and their chosen charity 50% with the remainder going to Directive95 to run the service.

Directive95 is the world's first truly socially responsible direct marketing company, with a goal of raising a phenomenal £100 million for its Member's chosen charities. Members of Directive95 can choose to direct the donation from Directive95, to any one of the UK's registered charities and bona fide voluntary groups; including schools, colleges and hospitals. Membership of Directive95 is free.

The company's name was inspired by the European Directive on the protection of personal data (Directive95/46). Indeed, the forthcoming legislation on the transmission of unsolicited electronic messages (email and SMS) was another driver in the creation of this revolutionary company. From 31st October 2003, it is now illegal for a company to send an unsolicited electronic message to citizens of the EU from within the EU. It is the first step on tackling the menace of Spam emails.

Directive95 provides its members with the ability to control who has their personal data, what they use it for and when they use it. The company's single campaign opt in, permission based system, covers preferences for postal mail, fax, telephone, email and SMS and offers advertisers the opportunity to mount highly targeted direct marketing campaigns to individuals who are ready to buy and want to hear from them.

Julian Eagles, co-founder and CEO of Directive95 Limited describes the new services as "the first step

towards a totally permission based direct marketing environment, where individuals finally have control over the mountain of direct mail that is sent to them at home.”

“Directive95 gives advertisers the opportunity to eliminate the wasted, poorly targeted mailing campaigns for the first time. For Members of Directive95, they can at last let advertisers know of their preferences and change them in real time as their circumstances and needs change, whilst raising money for their favourite charity and being paid for their time.”

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