

# Preference Services

## *Stay compliant by using Data8 Preference Services*

The **Telephone Preference Service**, **Corporate Telephone Preference Service**, and **Mailing Preference Service** are lists maintained by the Direct Marketing Association that companies are not allowed to contact for sales and marketing purposes.

### Telephone Preference Services (TPS)

TPS is the UK's only official 'Do Not Call' register for landline and mobile numbers. It allows people and businesses to opt out of unsolicited live sales and marketing calls.

### Corporate Telephone Preference Services

CTPS is the equivalent register for businesses. If a number is registered with the TPS/CTPS, you are legally required by the Privacy and Electronic (EC Directive) Regulations 2003 to refrain from calling it unless you have specific permission.

### Mailing Preference Services

The MPS Consumer File is a list of names and addresses of consumers who have registered their wish to limit the amount of direct mail they receive. A requirement of the British Code of Advertising, Sales Promotion and Direct Marketing administered by the Advertising Standards Authority.

### Benefits



TPS file  
updated daily



Safeguard brand  
reputation



Save valuable  
time



Million of users  
registered

## Why Choose Data8?

**Save time and money:** Capture accurate data in real time

**Peace of mind:** Our credible data sources are updated on a daily basis to ensure your data is always of high quality

**Dedicated support:** Our team of experts are happy to answer any questions or queries you may have

**Easy to install:** Available online as a plugin or installed on your premises; our application is quick and easy

## Why Not Try our Free Data Audit:

Once you register you can securely submit a file to our fully automated service. We will then provide you with a comprehensive report of your data and recommendations to help improve your data quality. [Click here to register.](#)