



Consumer Pledge

*A*s the authoritative, independent body representing and shaping policy on all direct marketing disciplines, channels and technologies, the DMA SA pledges our commitment and support to all South African consumers.

*T*hrough signing the DMA Code of Ethics and Standards of Practice, our Member organisations have committed to delivery of the best professional standards of business, to integrity of practice and to protecting consumers in all engagement and communication.

*S*elf-regulation and Members' active support of Consumer Protection legislation, together with use of the DMA's Do Not Contact Me database, gives credence to the DMA's promise: "As the heartbeat of the SA economy, consumers will always be respected, recognised and revered by the DMA SA."

Chairperson

Executive Director

Place

Date





Member Pledge

*A*s a Member of the Direct Marketing Association of South Africa and in accepting the Code of Ethics and Standard of Practice, we pledge our commitment to ensuring best professional practices in our dealings with all consumers.

*W*e support all Consumer Protection legislation and the DMA's Do Not Contact Me database, and pledge our commitment to all South African consumers. We aim, in everything we do, to ensure consumer dealings and communication that is fair, open and is of the utmost integrity.

Name of Company

Date





Consumer Pledge



As a Founding Member and Key Sponsor of the DMA, committed to the Code of Ethics and Standards of Best Business Practice, we pledge our integrity, support and care to all South African consumers.

This commitment is sealed in the placing of our hand-print on this Consumer Pledge.

