

**Forced to go digital
or pay for paper bills
and statements?**

Say NO!



North America

**The consumer's
right to choose.**

About the campaign

The Keep Me Posted campaign (KMP) advocates the right of every consumer in North America to choose, free of charge, how they receive important information - on paper or electronically - from their service providers.

Increasingly, businesses are restricting access to paper bills and statements and denying their customers an informed choice.

According to research by the Two Sides campaign, 90% of U.S. adults believe they have the right to choose how they receive information from their service providers.

Digital-only is not for everyone

Many people prefer to receive bills and statements on paper due to reasons such as: lack of internet access, digital abilities, security concerns with online fraud or simply for convenience. Others prefer paper for practical reasons. Either way, it's important that people have the right to choose.



Choosing a service provider that values your rights

Keep Me Posted introduces a new standard for North American consumers to look for when dealing with service providers.

If you value your right to choose how you are communicated with, make sure you look for the Keep Me Posted **Supporter** logo on the websites and correspondence of your service providers.

The logo is awarded to organizations that pledge to follow the KMP Best Practice principles (see below).



THE CONSUMER'S
RIGHT TO CHOOSE

To become a Supporter, service providers pledge to follow the Keep Me Posted Best Practice principles:

- No charges or other penalties for choosing paper
- Express consent required from the consumer before ceasing to send paper documents
- No change of frequency for paper bills without prior agreement
- No difficulty to revert to paper correspondence
- Continued access to online options

Get the facts:

The great digital divide

- 27% of American adults do not have internet access at home (33.5 million households).
- **Pew Research Center, 2018**
- In the U.S., racial minorities, older adults, rural residents and those with lower levels of education and income are less likely to have broadband service at home.
- **Pew Research Center, 2017 & 2018**
- Digital fraud is increasing rapidly. In the U.S., it rose from \$4.95 billion in 2011 to \$7.95 billion in 2016. In 2016 in Canada, online scams accounted for over 20,000 complaints and over \$40 million in losses by Canadians.
- **Competition Bureau Canada; 2017 Statista, 2018**

It's your choice

- 83% of American consumers felt they should not be charged more for choosing a paper bill or statement, and 57% would consider switching financial organizations or service providers if forced to go paperless.
- **Toluna and Two Sides North America, 2017**



The Keep Me Posted North America coalition

Keep Me Posted North America is a coalition of consumer groups, charities and businesses that represent North Americans who are disadvantaged by lack of choice, or simply want to retain paper-based communications.

KMP coalition members include:

- Coalition for Paper Options
- Consumer Action
- Haven Neighborhood Services
- Montana Organizing Project
- Public Interest Advocacy Center
- The National Consumers League
- The National Grange

We invite consumer groups, charities and businesses that value paper-based communications and consumer choice to join our coalition.

Further information can be found at:

www.keepmepostedna.org/supporters

Please contact us for details about joining:

info@keepmepostedna.org



For more facts and
information, go to:
keepmepostedna.org

What can I do?

Let us know if your service provider is removing your choice

Contact us by post or by email (see contact details below) and send us any email, letter or statement you have received from your service provider forcing you to go digital or charging fees for paper statements.

Request an exemption

Call or write to your service provider to request an exemption. Many providers have exemptions programs, do not hesitate to explain your personal situation (see overleaf for examples of arguments).

Download our letter template from our website www.keepmepostedna.org or call or write to us and request a template to be mailed to you.

Spread the word!

Let others know about the Keep Me Posted campaign and about what they can do to address digital-only services and fees for paper bills and statements.

Get in touch



330 North Wabash Ave.,
Suite 2000, Chicago, IL 60611



info@keepmepostedna.org



855-896-7433



www.keepmepostedna.org



[@KeepMePostedNA](https://twitter.com/KeepMePostedNA)