

Join Our Growing Coalition of Advocates for Consumer Choice in Essential Communications!



THE CONSUMER'S
RIGHT TO CHOOSE

Increasingly, businesses are restricting access to paper bills and statements and denying their customers an informed choice. Keep Me Posted champions the right of every consumer to determine how their banks, telecommunications suppliers, utilities and other service providers communicate with them, free of charge.

Who We Are

Keep Me Posted (KMP) is an advocacy campaign led by independent, non-profit organization Two Sides North America to protect the right of all consumers to choose, free of charge, how they receive important information – on paper or digitally. The KMP coalition includes consumer advocacy groups, charities and businesses that represent North Americans who are disadvantaged by a lack of communications choice or who simply prefer to retain the option for paper-based communications at no charge.

Our Efforts

Direct Corporate Advocacy. KMP works directly with banks, telecommunications companies, utilities and other North American services providers to eliminate or revise corporate policies that fail to provide free and viable communications choices.

Keep Me Posted Best Practices Recognition. KMP awards companies that demonstrate a commitment to consumer choice in essential communications with its “Best Practices Mark.”

Consumer Awareness and Education. KMP offers a wide range of educational resources to promote awareness and empower consumers to choose the best delivery method for their social and economic needs.

- ◆ **The KMP Website (keepmepostedna.org)**, a one-stop, fact-filled destination for information and downloadable materials
- ◆ **Fact Sheets** explaining why paper communications remain vital
- ◆ **Research** on consumer perceptions and attitudes about choice in essential communications
- ◆ **Social Media** to keep consumers informed and call out companies whose policies are not consumer friendly
- ◆ **Grassroots Materials** to help individuals communicate with their service providers
- ◆ **Promotional Materials** including our KMP brochure, print advertisement and video, logos, email footers and more
- ◆ **Updates and news** on campaign targets, progress and relevant topics of interest



THE PUSH TO DIGITAL - HOW DO CONSUMERS FEEL ABOUT IT?

Consumers had strongly about having the option to access paper documents for a variety of reasons, whether it is for security concerns due to online fraud, lack of computer or internet access, or just preference for paper. Consumer overwhelmingly want to be able to choose how they receive important financial information.

This fact sheet is a compilation of testimonials from consumers who have voiced their opinions about why paper documents are so important to them. These comments are from consumers in the U.S. and Canada and were gathered from a survey done by Consumer Action as well as online or email comments sent to Keep Me Posted and the Canadian Radio-television and Telecommunications Commission website.

Internet Fraud is a Growing Threat

Online fraud is a growing concern. Most consumers feel that their data is at risk of being hacked or stolen - and they are right. Research indicates that data breaches are on the rise. Hacked devices and the theft of reports with the number of new malware variants for mobile having increased by 24% in 2017. According to a report that surveyed 2,000 business leaders from more than 80 countries, 52% of companies globally are sufficiently prepared for a cybersecurity attack, and the percentage is lower for small businesses.

What are consumers against? Comments collected from the Consumer Action Survey and submissions to the Keep Me Posted and CRTC website:

- The less information I am giving them to collect, the less likelihood of having my information and identity stolen.
- It is not fair to be asked to provide any more than absolutely necessary due to lack of confidence in online security, regardless of measures used to protect, especially credit cards and investment accounts.
- The use of pop-ups on the computer for anything, these are useless and annoying and annoy. I don't know who knows when I open something or not because I never, I don't know if it hurts my eyes after working all day on the computer - so I am not interested to look at the screen when I'm off work well, I'm just done with it. I hate lengthy documents, I decide what I want to do and when - systems crash, systems have errors. I hate the idea of having my documents in front of me at the same time, but out of sight, out of mind.
- Creating multiple accounts -ugh
- I worry about electronic security of my information and who is doing what with my information. Even if my data doesn't get hacked, who is the other party - who owns my personal information - who are they selling my data to and what is the buyer doing with it?
- Consumers are being hacked all the time (e.g. Bank of Montreal recently) and have not proven they are able to keep my personal information safe. Accessing paper bills is a real 100 percent trusted paper consumer option.

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Why Join Keep Me Posted?

As a funding member or coalition partner of Keep Me Posted, your company or organization will help ensure that all consumers retain the right to choose how they receive essential communications from service providers based on their personal needs and preferences, and that those communications are free of charge.

With one voice, KMP advocates fair, equal and cost-free access to paper-based communications for those who require paper documents due to disabilities, lack of a computers/computer skills or no internet access, as well as those who prefer paper for practical, legal of information security reasons.

If this cause is important to you and your stakeholders, joining KMP can amplify your influence, enhance your organization's credibility within your industry/sector and boost stakeholder confidence in your commitment to preserve paper-based communications.



Our Vision

Mail remains a key part of people's lives and is essential for many, including seniors, those with disabilities, low-income families and those without computer skills or access to the internet.

Our common goal is to help ensure that any transition to digital services and products is balanced, with ample and equal consideration of infrastructure, consumer skills, technology, online access and most important, consumer choice.

Our Coalition Partners

RetireSafe
Standing up for America's Seniors!



consumer action
Education and advocacy since 1971



Our Mission

KMP sets the standard for best practices in essential communications, influences corporate service providers to follow these best practices and empowers consumers to hold their service providers accountable when they do not measure up. KMP's best practices standard includes:

- ◆ No charges or other penalties for choosing paper correspondence;
- ◆ Prior 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.

Join Us!

We invite consumer groups, charities and businesses that value paper-based communications and consumer choice to join our coalition. To join, or for more information, please get in touch at info@keepmeposted.org.