

The Distribution Standards Board is the self-regulatory body ensuring responsible letterbox distribution standards across New Zealand.

This Charter sets out the DSB's commitment to providing a high level of standards for all letterbox distribution suppliers and recipients alike. The DSB is designed to ensure the industry meets the agreed guidelines to ensure catalogues and unaddressed advertising mail are delivered to the highest standards.

The primary function of the Charter is to maintain agreed levels of privacy, litter control, cooperation with local authorities and compliance with all environmental guidelines. The DSB will ensure that its performance in complying with this Charter is monitored on a regular basis.

The DSB is overseen and managed by the Visual Media Association, all members of the VMA must be compliant to the DSB Code of Practice.

## DSB CODE OF PRACTICE

Members of the industry in New Zealand and their contact deliverers agree to uphold the spirit of the code in all respects;

- Be conscious at all times of the need to respect individual privacy and personal taste of the consumer; and
- Ensure that any delivery with which they are associated is consistent with a high standard of performance.

### Abide by the following guidelines:

1. **Do Not** place material in receptacles where a sign requesting non delivery is displayed. (Does not apply to newspapers)
2. **Do Not** deliver material where there is no receptacle to receive such material or where the receptacle is unsuitable for such material.
3. **Do Not** leave multiple copies unsecured unless the resident or Authorised Officer takes full responsibility.
4. **Do Not** deliver material where there is an obvious overflow of other such material, or remove other articles to make room for your delivery.
5. **Do Not** throw or generally litter or leave items on the ground that have been pushed out by your delivery.
6. **Only** deliver to receptacles that are designed to take letters or newspapers and ensure that material is secure.
7. **Do not** deliver content of explicit material in the common understanding that all sections of the community, in particular children, have ready access to the Letterbox. This includes content of an adult rating and/or may portray people or other, in a way that discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.
8. **Do not** deliver content of inauthentic material, noting that it is the common understanding that all sections of the community have ready access to the Letterbox and that the Letterbox is recognised as carrying content that is trusted for accuracy. This includes content which contains misinformation that could have potential to impact an individual's physical or mental health, financial security, safety, is knowingly fraudulent, or is not supported by a qualified independent third-party or is widely rated as false content.

### Deliverers will:

- Where possible, fully insert all items into the receptacle utilising the newspaper slot, where available, or otherwise the letter slot.
- Pickup and replace any items that may be pushed out while other material is being placed in the receptacle.
- Ensure that delivered items are secure and unlikely to fall out of the receptacle, particularly on windy days.

### Companies will:

- Immediately react to queries or complaints.
- Cleanup any litter caused by incorrect delivery practices.
- Cooperate fully with local authorities.
- Provide details of deliverers responsible for littering offenses to relevant authorities.
- Each year, supply all deliverers with a copy of the Code of Practice and supply copies to new deliverers before they start.
- Provide ongoing training in 'industry-best' work practices.
- Enforce the Code of Practice to the best of their abilities in the interest of customers, community and the industry.
- Ensure items for delivery are not of an "adults-only" nature, as letterboxes are easily accessible to children.