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## Junk mail reaches out beyond the grave

A huge amount of junk mail is still being sent to people in the county who have died.

Norfolk comes third in the top five of "dead" post regions with almost 744,000 items sent to people after their death, according to data management company, The **REaD Group**.

As well as this, valuable personal information contained in post is increasingly being intercepted by identity fraudsters.

So much so that Cifas, the UK's

fraud prevention service, lists Impersonation of the Dead (IOD) as Britain's fastest-growing identity crime, with reported cases increasing by 66pc since January.

**REaD Group's** chief executive, Mark Roy, said: "To lose someone close to us is upsetting enough, but to see their identity stolen is perhaps the ultimate indignity. I'm calling on all eastern householders to join together to help stop this insidious crime wave."

Tips for householders from The

**REaD Group** to better control the junk mail they get include:

→ Registering a deceased person at [www.thebereavementregister.org.uk](http://www.thebereavementregister.org.uk)

→ Registering with a junk mail control service such as

[www.itsmypost.com](http://www.itsmypost.com) or [www.mpsonline.org.uk](http://www.mpsonline.org.uk)

→ Displaying a No Junk Mail sign

→ Destroying the address panel of discarded junk mail items so that name, address, bank account and/or other personal information cannot be used by ID fraudsters.

