



Source: Northern Echo (South - Darlington, Tees, NYorks) {Main}  
Edition:  
Country: UK  
Date: Thursday 18, September 2008  
Page: 26  
Area: 98 sq. cm  
Circulation: ABC 9752 Daily  
BRAD info: page rate £5,569.20, scc rate £9.00  
Phone: 01325 381 313  
Keyword: Mark Roy

> durrants

## 2.1 million junk mail items sent to the dead

**MORE** than 2.1 million items of junk mail were sent to dead people in the North-East over the past 12 months, according to data management company Read Group.

In North Yorkshire, 518,500 items were sent to people who had already died.

Read Group says valuable personal information within such mail, including names, addresses and dates of birth, is increasingly being used by identity theft fraudsters.

CIFAS - the UK's fraud prevention service - now lists so-called "impersonation of the dead" as Britain's fastest-growing identity crime.

Mark Roy, chief executive of Read Group, said mail organisations, including businesses, charities, clubs and community groups, should be required to regularly clean databases of the names and addresses of people who had died, along with those who had moved home and people signing up to mail preference services.

He said: "To lose someone close to us is upsetting enough, but to see their identity stolen by criminals is perhaps the ultimate indignity."

Suggested tips for householders include:

- Registering with the bereavementregister.org.uk - which removes the names and addresses of people who have passed away from companies' mailing lists, telemarketing files and databases;
- Registering with junk mail control services [itsmypost.com](http://itsmypost.com) or [mpsonline.org.uk](http://mpsonline.org.uk);
- Tearing up, or preferably shredding, the address panel from discarded junk mail items so that name, address, bank account and/or other personal information cannot be used by ID fraudsters.

