

# EDDM CONSUMER CHOICE ACT OF 2026

## One-Page Fact Sheet for Legislators

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### THE PROBLEM: No Federal Opt-Out for Junk Mail

Americans can stop robocalls (Do Not Call Registry), unsubscribe from emails (CAN-SPAM), and block spam texts (TCPA). But they **CANNOT** opt out of junk mail delivered by their own government.

Channel	Federal Opt-Out?
Phone Calls	YES - Do Not Call
Email	YES - CAN-SPAM
Text/Fax	YES - TCPA
Postal Mail (EDDM)	NO - NOTHING

### BY THE NUMBERS

100 MILLION trees cut annually	\$320 MILLION taxpayer disposal cost
51.5 MILLION metric tons CO2	44% thrown away UNOPENED
\$4.9 BILLION fraud losses/year	3 BILLION EDDM pieces/year

### THE SOLUTION: Opt-IN, Not Opt-Out

**Current:** You get junk mail unless you opt out (but you can't)

**Proposed:** You get junk mail *only if you opt in*

**Proven Model:** The Netherlands JA-sticker system. Result: 81% chose NOT to receive advertising mail.

### WHAT THE BILL DOES

- ✓ Creates FTC-administered Opt-In Registry (default = NO saturation mail)
- ✓ Provides physical sticker option (Netherlands model)
- ✓ Establishes strong enforcement: FTC (\$500K), State AGs, and private lawsuits (\$500-\$1,500/piece)
- ✓ 24-month phased implementation; extra time for small senders
- ✓ Narrow exemptions: government notices and periodicals ONLY
- ✓ Political campaign ads NOT exempt (unlike previous failed bills)

## CONSTITUTIONAL BASIS

Supreme Court, *Rowan v. USPS* (1970): "We categorically reject the argument that a vendor has a right... to send unwanted material into the home of another."

The Do Not Call Registry survived identical First Amendment challenges.

## BIPARTISAN APPEAL

Conservative Values	Progressive Values
<ul style="list-style-type: none"><li>• Property rights</li><li>• Limited government</li><li>• Anti-fraud (seniors)</li><li>• Free market choice</li></ul>	<ul style="list-style-type: none"><li>• Environmental protection</li><li>• Consumer rights</li><li>• Privacy</li><li>• Equity (low-income targeted)</li></ul>

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**Petition:** [change.org/p/do-not-deliver-eddm-junk-mail](https://change.org/p/do-not-deliver-eddm-junk-mail) (2,500+ signatures)

**Website:** [zerojunkmail.org](https://zerojunkmail.org)

*Give Americans the same protection from unwanted postal ads they have for calls, emails, texts, and faxes.*