



New terms and conditions for item contents

The terms and conditions for DIALOGPOST item content will be amended from 1 January 2020. As of that date, only promotional content may be sent as DIALOGPOST.

Items with promotional content aim at acquiring and retaining customers and members. Their purpose is to motivate customers to make a purchase or use products and services. Free offers or special information that serves to present companies, brands, products and persons in a positive light, for example, are also considered promotional content.

Examples of different types of **promotional items** that can still be sent as **DIALOGPOST**:

- Communication that includes free samples, specimens or promotional items or sachets
- Brand advertising, political campaign materials
- Invitations to events such as city festivals, exhibitions and contests
- Notifications associated with bonus programmes in connection with offers
- Customer magazines
- Appeals for donations
- Messages of congratulation
- Customer cards (no replacement cards)

Items with non promotional content are written messages whose primary purpose is to communicate general or personal information. In future these items may only be sent as letter mail.

Examples of different types of non promotional items that may **only be sent as letter mail from 1 January 2020**:

- Market research and opinion polls
- General customer information (changes to general terms and conditions, travel documents, order confirmations, price adjustments)
- Product recalls
- Specific user instructions (e. g., for credit cards, insurance, associated with an existing contract)
- Contract terms, changes, cancellations
- Public announcements and notifications
- Annual/business reports
- Price lists
- Notices
- Invitations to annual general meetings, shareholders' meetings and members' meetings
- Polling cards
- Payment requests (e. g., invoices, payment reminders)
- Member IDs
- Publications (subscription and press products)
- Employee magazines and invitations to employees
- Information regarding company name changes, takeovers, relocations etc.

Questions?

The new terms and conditions for DIALOGPOST as well as information regarding terms and conditions for non promotional mail items can be found at deutschepost.de/dialogpost2020/en