

Keep Me Posted

The consumer's right to choose



This is not an anti-digital campaign; it is a pro-choice campaign.

Keep Me Posted (KMP) is a consumer campaign advocating every Australian's right to choose, free of charge, how they receive important financial information. They believe every Australian should have the choice to determine how their banks, utility companies and other service providers communicate with them.

Increasingly, businesses are restricting consumer access to paper bills and statements, with a switch to digital being imposed. KMP is supported by interest groups, charities, political representatives and businesses that represent Australians who are disadvantaged by lack of choice, or simply do not agree with the status quo.

Promoting every Australian's right to choose

KMP is calling upon Australian organisations and Members of the Australian Parliament to adopt the Keep Me Posted Pledge to:

- > Offer all Australians the choice of receiving information through paper correspondence as a standard offer.
- > Refrain from penalising in any way, any Australian for preferring to receive information through paper correspondence.
 - No extra charge
 - No change of frequency
 - No difficulty to revert back to paper correspondence
 - Require prior consent from the consumer before ceasing to send paper documents.

Get the facts

60%

of consumers state they would not choose a company which did not offer a paper bill.

93%

of consumers say they are unwilling to pay for paper bills.

89%

of consumers want to be able to switch between paper and e-bills without difficulty and cost.

69%

of consumers say that postal bills offer better record keeping and 65% say they are easier to check.

48%

state that postal bills offer more security and 46% say bills and statements printed on paper are easier to read than off a screen.

Source: Two Sides, 2013

For more facts and information go to

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