



What nannies get up to behind mothers' backs

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EXCLUSIVE: Secret Royal Mail plan to deliver marketing letters to shoppers who simply click on a product online

MILLIONS FACING JUNK MAIL DELUGE

By **Louise Eccles**
Business Correspondent

HOMEOWNERS will be sent 'targeted' junk mail based on their internet shopping habits under plans being trialled by Royal Mail.

The firm will deliver personalised marketing letters encouraging customers to buy goods from retailers they have looked at online.

Simply clicking on a product and adding it to an online shopping basket would be enough to trigger adverts in the post.

A pilot has started between Royal Mail and a well-known UK retailer, and the system could be rolled out within months.

The news sparked fears that households will be 'deluged' with more junk post.

Royal Mail has ramped up its marketing mail business to boost revenues amid falling letter sales and competition for parcels.

With almost three-quarters of British adults shopping online - nearly 37million people - the plan could generate significant income for the recently privatised firm.

It would be difficult to opt out as the scheme would fall outside the Royal Mail's system for stopping generic junk mail.

The unnamed retailer in the pilot is collecting data on which products customers look at on its website. It uses 'cookies' - a file stored on shoppers' computers about their internet activity - and matches this to customers' postal addresses.

Royal Mail is then paid by the retailer to deliver a letter 'in a day or two' encouraging the recipient to buy items they clicked on.

The trial will raise concerns that people's private online shopping habits could be revealed to others sharing their home.

Jonathan Harman, of Royal Mail's Market-Reach, boasted at a recent industry talk

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Let's hope you're doing this in 3 weeks Kim!

Andy Murray's wife Kim watches him claim victory at Queen's Club yesterday - a good omen for Wimbledon, which starts next Monday **SPORT: BACK PAGE**

Cameron savages welfare 'merry go round'

DAVID Cameron will today pledge a revolution to end Labour's 'welfare merry-go-round' and move to a 'higher wage, lower tax, lower welfare society'.

The Prime Minister is to make a stinging attack on the 'tolerance of failure and complacency that has infected our national life', including poor treatment of children in care and acceptance of sink schools and long-term unemployment.

He will criticise previous governments for simply paying out benefits rather than tackling the causes of welfare dependency such as poor schooling and bad parenting, leaving 'people capable of work written off on a lifetime on benefits'.

He will speak as Chancellor George Osborne prepares to unveil £12billion of welfare cuts in next month's Budget.

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