

Instruction to your  
Bank or Building  
Society to pay  
by Direct Debit

Please fill in the whole form using a ball point pen and send it to:

Membership Services  
The Chartered Institute of Marketing  
Moor Hall, Cookham  
Maidenhead  
Berkshire  
SL6 9QH

Originator's Identification Number

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Name(s) of Account Holder(s)


Bank/Building Society account number

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Branch Sort Code (from the top right hand corner of your cheque)

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Reference Number (CIM Membership Number)

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**FREQUENCY OF PAYMENT:**

This is not part of the instruction to your Bank or Building Society.  
Please indicate your preferred payment frequency:

- ANNUAL – DISCOUNTED
- \*QUARTERLY – NO DISCOUNT
- MONTHLY – NO DISCOUNT

\*For members selecting the quarterly option part way through their current subscription year, the balance due will be split into equal parts across the remaining quarters available. Future years will be collected in four equal quarters.

Banks or Building Societies may not accept Direct Debit Instructions for some types of account.

Name and full postal address of your Bank or Building Society

To the Manager	Bank/Building Society
Address	
Postcode	

Instruction to your Bank or Building Society

Please pay The Chartered Institute of Marketing Direct Debits from the account detailed on this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with The Chartered Institute of Marketing and, if so, details will be passed electronically to my Bank/Building Society.

Signature(s) \_\_\_\_\_ Date \_\_\_\_\_

Full information on our data protection policy can be found at [www.cim.co.uk](http://www.cim.co.uk). Your personal information will be passed to your chosen/local branch which may be outside the EEA, and which operates within data protection guidelines set by CIM.



This guarantee should be detached and retained by the Payer.

**The Direct Debit Guarantee**



- This Guarantee is offered by all Banks and Building Societies that take part in the Direct Debit Scheme. The efficiency and security of the scheme is monitored and protected by your own Bank or Building Society.
- If the amounts to be paid or the payment dates change, The Chartered Institute of Marketing will notify you 10 working days in advance of your account being debited or as otherwise agreed.
- If an error is made by The Chartered Institute of Marketing or your Bank or Building Society, you are guaranteed a full and immediate refund from your branch of the amount paid.
- You can cancel a Direct Debit at any time by writing to your Bank or Building Society. Please also send a copy of your letter to us.