

Privacy Policy Statement (last updated 15th September 2006)

MessageMedia ensures that information stored within the infrastructure of MessageMedia is at all times secure and dealt with in accordance with relevant privacy Acts. This applies to both personal information collected from MessageMedia clients pursuant to the MessageMedia Privacy Policy (immediately following this statement and as displayed on our website) and also to any information stored on our servers by MessageMedia clients.

MessageMedia will at all times endeavor to act in the best interests of our customers, and we are committed to ensuring the safety and privacy of all information held within our company.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Grant Rule', is positioned above the typed name and title.

Grant Rule
Founder and CEO
MessageMedia.

Message4u Pty Ltd t/a MessageMedia

Privacy Policy

About Us

MessageMedia is a specialist provider of SMS communications services for small business, government and major corporations. Founded in 2000, MessageMedia is a global leader in SMS solutions, with over 7,000 business clients from Coca-Cola & DuPont to your local hairdresser.

1. Introduction

The importance of the protection of privacy of those using our services is very important to MessageMedia and we have implemented policies and procedures to work towards this protection. This Privacy Policy explains what kinds of client information we retain, how it may be used or disclosed and your rights in relation to it.

The provision of personal information assists MessageMedia to deliver a better personalised service to you, and it is for this primary reason that we make information related requests.

The information that may be collected by MessageMedia includes user's:

- Name & Contact details (including postal address, telephone & fax numbers and email addresses);
- Credit Card details of users wishing to pay their account via direct debit;
- Other details if applicable relating to the company/organisation that the user is an employee of, or is administering the MessageMedia account on behalf of.

MessageMedia collects information from users in various ways, including but not limited to information:

- Collected online via our website;
- Faxed to our offices;
- Sent via conventional post; and
- Collected over the telephone.

MessageMedia is the sole user of the information collected from our customers. We do not use, share, sell or rent this information in any way subject to the exceptions outlined in this statement.

2. Links & Cookies

MessageMedia websites may contain links to other sites. MessageMedia strongly recommends that users read the privacy statements of every external site that requests information that could be personally attributed to users. This privacy statement applies solely to the information collected directly by MessageMedia and MessageMedia is not responsible for the privacy policies of any 3rd party websites that users might visit as a result of following links from a website administered by MessageMedia.

A cookie is a piece of hardware stored on a user's hard drive containing generic information about the user, but not any personally identifiable information. MessageMedia reserves the right to use this information, such as the IP address of visitors to our site, to analyse trends and best administer usability of our websites. MessageMedia does not share, sell or rent this information in any way subject to the exceptions outlined in this statement.

3. Trial Users

In order to trial various services offered by MessageMedia, users may be required to first complete an online registration form, or may provide some personal information to a member of the MessageMedia sales team over the telephone. The information collected during this process is used to contact the user regarding services that they have expressed interest in.

4. Collection

MessageMedia collects information from users in order to provide a quality SMS service, and to perform related administrative and billing support. In addition to the sources of information referred to above, MessageMedia also collects information relating to the use of our various services, in order to further enhance the performance and development of our SMS products.

MessageMedia does not collect sensitive information from users such as race, religion, beliefs or sexual preferences, and any attempt by MessageMedia or its agents to collect such information should be reported to MessageMedia immediately.

5. Message Content & 3rd Party Information

MessageMedia also stores the content of the messages sent by all users. This information is treated as strictly confidential and is not accessible by users, or by MessageMedia staff members without the prior consent of the administrator of the MessageMedia account. Furthermore, any information owned by users that is stored within MessageMedia infrastructure, including users' client databases, is also treated as strictly confidential and is not accessible by users, or by MessageMedia staff members without the prior consent of the administrator of the MessageMedia account.

6. Disclosure

MessageMedia treats information collected from users as strictly confidential. However, information may be disclosed in the following circumstances:

- Where the user has consented to disclosure;
- Where MessageMedia is permitted or required by law to disclose, or it is in the interests of public safety to do so;
- Where the disclosure is to a law enforcement agency, government agency, court or external adviser and MessageMedia is permitted or required by law to do so;
- Where MessageMedia is of the belief that the user has breached obligations under section 4 of our Terms and Conditions;
- Where it is essential for a contractor to provide their services to us, in which case MessageMedia will take all reasonable steps to ensure that the contractor maintains the integrity of the privacy policy statement issued by MessageMedia.

In addition, MessageMedia from time to time may use information collected to inform users about promotions, new services and features offered by MessageMedia. However, MessageMedia will not provide such information to external parties, and will only use the information to contact clients directly, or through one of our software partners who integrate MessageMedia technology into their own products.

If you do not wish to receive any information relating to promotions, new services and features offered by MessageMedia, please contact MessageMedia support.

7. Security of User Information

MessageMedia takes all reasonable steps to protect user information from misuse and loss and from unauthorised access, modification and disclosure. MessageMedia's websites and internal information management systems are designed with the aim of preventing user information from being disclosed by any unauthorised means. However, MessageMedia users should note that the inherent nature of the Internet is such that the security of information cannot be guaranteed 100%.

In order to access or change users' information online, users are required to log in using their unique user name and password provided to them when establishing their MessageMedia account. In order for users to gain access to their personal information over the telephone via MessageMedia support, users may be required to identify themselves via confirmation of the existing account details held by MessageMedia

8. Correction of User Information

MessageMedia will take all reasonable steps to ensure that the personal information collected, used or disclosed is accurate, complete and up to date. Users have the right to access information held by MessageMedia that directly concerns the user. If this information is not accurate, complete and up to date, users may make a request to modify information. To make such a request, please contact MessageMedia support. Generally, MessageMedia will not charge a fee for providing information to users, however we reserve our right to charge a fee if the request unreasonably consumes the resources of MessageMedia, and in addition may refuse access to certain information in accordance with the National Privacy Principles.

9. Consent and Changes to Privacy Statement

By providing **MessageMedia** with information and using the services provided, users consent to the collection, use and disclosure of information in the manner described in this privacy statement or its subsequent amendments. We encourage users to check our privacy statement regularly as it may change from time to time.