



Message Stick Policies

YOUR PRIVACY

Statement of Privacy

Message Stick uses the internet as a tool to provide prospective customers and registered customers access to information about our products and services. You can travel through most of our site without giving us any information about yourself. Message Stick also allows registered customers to use the internet to access Message Stick's range of services.

At Message Stick we are committed to protecting your privacy.

All Message Stick's employees follow the practices described below in order to safeguard the use of individual's information collected on our websites.

Collecting Your Personal Information

Message Stick will ask you when we need information that personally identifies you (personal information) or allows us to contact you.

Use of Personal Information

The information you share with Message Stick will be used to provide the customer support you need from Message Stick.

Message Stick will disclose your personal information, without notice, ONLY if required to do so by law or in good faith Message Stick believes that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Message Stick; (b) protect and defend the rights or property of Message Stick and its related Web sites, and, (c) act in urgent circumstances to protect the personal safety of users of Message Stick, its Web sites, or the public.

Security of Your Personal Information

Message Stick maintains strict security procedures that ensure your Personal Information and data will not be made available to any unauthorised person or business without your permission.

Message Stick carefully protects your information and data from loss, misuse, unauthorised access or disclosure, alteration or destruction in password-controlled servers with limited access. Message Stick uses a variety of multi-level security systems to control access to all Message Stick services and information.

You also have a significant role in protecting your information. No one can see or edit your personal information without knowing your USER ID and Password, so do not share these with any other unauthorised personnel.

OTHERS' PRIVACY

Statement of Privacy

Message Stick and its associated data contractors, list providers and global carriers support the protection of consumers' privacy rights as a fundamental element of Message Stick's business and adhere to the National Privacy Principles, and, comply with the Australian Privacy Act 2000.

Reduction of Market Irritation

Message Stick and its data contractors and list providers will on receipt of a valid request suppress the contact details of the requestor from Message Stick lists.

Message Stick has systems in place to ensure each recipient has been clearly advised of the opportunity to OPT-OUT from receiving any further information from the sender. Message Stick strives to ensure that all people not wanting to receive information from particular companies, or altogether, are flagged as quickly as possible for no further distribution of information.

Compliance

Message Stick, its contractors, list providers and carriers operate within industry guidelines and adopt best practice procedures, policies and privacy legislation in every country where Message Stick has a presence. Message Stick supports the self-regulatory efforts of the direct marketing industry and conforms to the guidelines set down in the Australian Direct Marketing Association (ADMA) Code of Practice.

By registering as a Message Stick customer and using the Message Stick services, you agree to operate within all the guidelines of the Message Stick Privacy Policy.

Your target market should only be those customers who would benefit from your product or service or otherwise appreciate receiving your information.

Please make yourself familiar with the following:

Extract from the Privacy ACT 1988 - Act No. 119 of 1988 as amended

2. Use and disclosure

2.1 An organisation must not use or disclose personal information about an individual for a purpose (the secondary purpose) other than the primary purpose of collection unless:

(a) both of the following apply:

- (i) the secondary purpose is related to the primary purpose of collection and, if the personal information is sensitive information, directly related to the primary purpose of collection;
 - (ii) the individual would reasonably expect the organisation to use or disclose the information for the secondary purpose; or
- (b) the individual has consented to the use or disclosure; or
- (c) if the information is not sensitive information and the use of the information is for the secondary purpose of direct marketing:
- (i) it is impracticable for the organisation to seek the individual's consent before that particular use; and
 - (ii) the organisation will not charge the individual for giving effect to a request by the individual to the organisation not to receive direct marketing communications; and
 - (iii) the individual has not made a request to the organisation not to receive direct marketing communications; and
 - (iv) in each direct marketing communication with the individual, the organisation draws to the individual's attention, or prominently displays a notice, that he or she may express a wish not to receive any further direct marketing communications; and
 - (v) each written direct marketing communication by the organisation with the individual (up to and including the communication that involves the use) sets out the organisation's business address and telephone number and, if the communication with the individual is made by fax, telex or other electronic means, a number or address at which the organisation can be directly contacted electronically.

ANTI-SPAM POLICY

SUMMARY

Message Stick's SPAM policy can be summarised as follows:

Unsolicited commercial electronic messages must not be sent through the Message Stick system.

Messages sent through the Message Stick system must include information about the individual or organisation who authorised the sending of the message.

Messages sent through the Message Stick system must contain a functional "unsubscribe" facility.

Electronic address lists resulting from "address-harvesting" software must not be supplied, acquired, or used on the Message Stick system.

Message Stick prohibits the use of the Message Stick system for the transmission of illegal material.

Message Stick may use its discretion to refuse to process any job which falls into any of these categories.

Unsolicited commercial electronic messages must not be sent

Unsolicited messages are those which a party has not consented to be sent to them. To send messages through the Message Stick system, you must have the consent of the recipient to send the information. This can be through the express consent of the recipient or through consent which has reasonably been inferred such as obtaining the address from a public source (e.g. a company's web) where the contact has been conspicuously published, and no statement that the addressee does not want to receive unsolicited commercial information appears. (In addition, your message must apply to the work-related business, functions, duties of the employee, director, officer, partner, office-holder or self-employed individual to whom you are directing the message.) If the recipient of your message does not fit one of these two categories, then Message Stick prohibits you from sending the information to that recipient. In particular, messages which fit any of the following purposes MUST have the consent of the recipient:

- to offer to supply goods, services or real property; or
- to advertise or promote goods, services or real property; or
- to advertise or promote a supplier, or prospective supplier, of goods, services or real property; or
- to offer to provide a business opportunity or investment opportunity; or
- to advertise or promote a business opportunity or investment opportunity; or
- to advertise or promote a provider, or prospective provider, of a business opportunity or investment opportunity.

You must comply with the SPAM Act (2003), which prohibit the transmission of certain unsolicited messages.

Identification of who is sending the message

Your message must clearly and accurately identify the individual or organisation that authorised the sending of the message. This includes:

- their name, logo (optional) and contact details; and
- accurate information about how the recipient can readily contact the individual or organisation.

This information should be valid for at least 30 days after the message is sent.

Unsubscribe facility

Messages sent through the Message Stick system must contain a functional unsubscribe facility. This means that the message must have a statement that the recipient of the message may use an electronic address set out in the message to send an "unsubscribe message" to the individual or organisation who authorised the sending of the first message. An "unsubscribe message" is a message to the effect that the relevant electronic account-holder does not want to receive any further commercial electronic messages from or authorised by that individual or organisation.

In addition, Message Stick offers its own unsubscribe facility. A recipient of a message may also contact Message Stick to block any further messages being sent to that recipient through the Message Stick system.

Address harvesting

Electronic address lists resulting from "address-harvesting software" must not be supplied, acquired or used on the Message Stick system. "Address-harvesting software" means software that is specifically designed or marketed for use for:

- Searching the Internet for electronic addresses; and
- Collecting, compiling, capturing or otherwise harvesting those electronic addresses.

Address lists compiled through such means are almost always done without the concurrence of the addressee. Use of these addresses is one of the major contributors to "spamming" and is prohibited by Message Stick.

Illegal Material

You may not transmit messages through the Message Stick system which contravene any Federal, State, or other applicable law.