Edit Media Privacy Policy

Outline

Edit Media respects the privacy of Clients and the Recipients of the Client's email campaigns. This Privacy Policy outlines what specific information is gathered by Edit Media and how that information is used.

Incorporation into Service Agreement

This Privacy Policy forms part of and is incorporated into the Service Agreement between Edit Media and Clients, a copy of which is contained here.

Terms used in this Policy have the same definition and meaning as in the Service Agreement and vice-versa.

As such, Edit Media and the Client agree to be legally bound by and honour this Privacy Policy.

What Edit Media Collects

Edit Media collects the following business details about Clients: business name, ACN or ABN, contact details (address, phone, fax and email), web address.

Additionally, Edit Media collects the following personal information about the nominated representatives of Client's: title, name, position, contact details (phone and email).

This information is contact and billing oriented and reasonably critical from a business perspective so that Edit Media can effectively deal with Clients and their representatives.

Edit Media also collects, stores and uses the email addresses of Recipients and, at the option of the Client, Edit Media might collect and store other Recipient details, such as name, address, contact details of Recipients.

Collectively, all of the above is Client Information.

From whom and how we receive information

Edit Media only receives and collects Client Information directly from Clients, or prospective Clients. Information is received and collected as part of and in the context of Edit Media's Service offering.

Edit Media receives Client Information directly from Clients by way of the:

- Client Registration Form and Account maintenance process, and
- Uploading of lists of Recipients in respect of Client email campaigns.

Edit Media treats all such Client Information with the utmost confidentiality and secrecy.

Why Edit Media collects information

Edit Media collects Client Information solely in the context of its Service offering. In this context Client Information is collected so as to:

- Create Client Accounts
- Communicate with Clients, and
- Provide Clients with the Services.

Edit Media does not collect or use Client Information for the purpose of resale, rent or transfer to anyone, including, "junk mail / spam" operators, direct marketing type companies, tele-marketers, etc.

Credit card details, are collected and used by Edit Media to verify identity, and to bill Clients, either directly or via their representative/s, for Services rendered by Edit Media to Clients.

Opt-in Marketing

Clients can elect to receive, or not receive, certain information from Edit Media or its partners. If so elected, such information will be sent to the email address of the nominated Client representative. In this regard, Edit Media strictly adheres to this permission-based email marketing policy.

Except as mentioned above, Edit Media will not send Client's, nor their representatives, unsolicited emails, commercial offers or advertisements. Edit Media will not sell, rent, or loan Client Information to any outside firms nor will Edit Media use Client Information for its own marketing purposes, other than as requested.

All emails sent to Clients, at their request, will have an option to unsubscribe. Unsubscribe requests will be fulfilled within minutes and Edit Media will do everything reasonably possible to ensure that no further communications will be sent to Clients who have stated that they do not wish to receive the specified information.

All Edit Media partners who offer Clients information via email from the Edit Media website must adhere to this privacy policy and unsubscribe policy.

Recipient Opt Out

It is a condition of the Service Agreement, that Recipients will have the option to unsubscribe / opt out of email campaigns. Both Edit Media and the Client will observe such unsubscribe / opt out requests and endeavour to ensure that no further emails are sent to the email address in connection with the unsubscribe / opt out request.

Access & Correction

It is the Client's responsibility to ensure that Client Information is accurate and current.

Client's can access, change, correct or delete information about:

- Themselves
- Their representative
- Their Recipients, and
- Opt-in marketing preferences

Online via their Account.

Ancillary Information

In the course of providing the Service to Clients, Edit Media compiles demographic, profile and usage data relating to the Services.

Edit Media compiles such data for the following reasons:

- To better manage, administer and deliver the Service, and
- To enhance the user experience by displaying more relevant information and options to the Client,

Additionally, Edit Media compiles and aggregates anonymous demographic and usage information, available for public dissemination, for the purpose of promoting Edit Media and the Services.

While IP addresses (address of a computer) are logged to track a user's session, the user's identity is anonymous. Tracking IP addresses gives Edit Media information about which parts of our site are used most often and what information is viewed. IP addresses are not linked to anything that can personally identify a visitor. Thus, session details are tracked, but the user is anonymous.

Information Use by Third Parties

Edit Media will not provide Client Information to third parties without the Client's express permission or only in instances where such disclosure is necessary to process transactions (ie Service fees) or provide the Services to the Client.

Despite the above, Edit Media will only divulge Client Information if:

- Edit Media is compelled to do so by an appropriately empowered governmental authority, or
- Edit Media makes the Edit Media technology or Services available to Clients through its business partners.

In either case, Edit Media will not share with them any more information than is necessary.

If Services (in part or whole) are provided via a Edit Media partner, Edit Media may provide customer name and business volume information to the partner.

Such partners have agreed to use the information only in regard to analysing the success of the partnership arrangement. Edit Media only does business with partners who agree to respect our Privacy Policy.

Email Campaign Addresses, Material & Reports

Edit Media will keep all Recipient email addresses & lists, email campaign Material and email campaign reports private, confidential and only accessible by the Client.

Edit Media may review the content and Material contained in Client email campaigns to ensure it complies with the Usage Rules.

Information Exchanges and Transactions

Industry standard Secure Socket Layer (SSL) technology has been implemented throughout Edit Postie application systems.

Information exchanges and transactions, including authentication, passwords, contact lists (uploading and storing online) and billing related data between Client's and Edit Media application systems are strictly protected using this SSL technology.

This ensures that a Client's session is completely private and secure from both external systems and other Clients using our system.

The Bottom Line

Maintaining the privacy of Client Information is of paramount importance to Edit Media as it helps foster confidence, goodwill and stronger relationships.

Clients are encouraged to address questions or concerns about this privacy policy to Edit Media.