



Mobile Embrace Privacy Statement

Who we are

In this privacy policy references to “we”, “us” and “our” are to Mobile Embrace. References to “our Website” or “the Website” are to [www.me2sms.com.au].

Mobile Embrace is powered by 2sms, a licensee of the TRUSTe Privacy Program. TRUSTe is an independent organization whose mission is to build user’s trust and confidence in the Internet by promoting the use of fair information practices. This privacy statement covers the site www.me2sms.com.au, but is not licensed by TRUSTe. Because this Web site wants to demonstrate its commitment to your privacy, it has agreed to disclose its information practices.

If you have questions or concerns regarding this statement, you should first contact the Operations Manager at ops@me2sms.com or tel: 1300 886 534.

Effective date: This document is effective April 20th, 2010.

What information we collect and how

We understand that using our services online, including making a purchase, involves a great deal of trust on your part. We recognise this trust, and take it very seriously. We make it our highest priority to ensure the security and confidentiality of the personally identifiable information (“PII”) you provide us. (PII includes information that can be linked to a specific individual, such as name, address, phone number, or e-mail address).

The information we collect via the Website may include:

- Any personal details you knowingly provide us with through forms and our email, such as name, address, telephone number etc.
- In order to effectively process credit or debit card transactions it may be necessary for the bank or card processing agency to verify your personal details for authorisation outside the European Economic Area (EEA). Such information will not be transferred out of the EEA for any other purpose.
- Your preferences and use of email updates, recorded by emails we send you (if you select to receive email updates on products and offers).
- Your IP Address, this is a string of numbers unique to your computer that is recorded by our web server when you request any page or component on the Website. This information is used to monitor your usage of the Website.
- Data recorded by the Website which allows us to recognise you and your preferred settings, this saves you from re-entering information on return visits to the site. Such data is recorded locally on your computer through the use of cookies. Most browsers can be programmed to reject, or warn you before downloading cookies, information regarding this may be found in your browsers ‘help’ facility.



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If you choose to use our referral service to tell a friend about our site, we will ask you for your friend's name and email address. We will automatically send your friend a one-time email inviting him or her to visit the site. Mobile Embrace stores this information for the sole purpose of sending this one-time email and tracking the success of our referral program. Your friend may contact us at support@me2sms.com.au to request that we remove this information from our database.

Use of Cookies

When you visit this Site, you can browse the Site and access important information without revealing your identity. In order to enhance individual customer experience on our Site, we use "cookies" to track your visit. A cookie is small amount of data that is transferred to your web browser by a Web server and can only be read by the server that gave it to you. It functions as your identification card, and enables Mobile Embrace to record your userid, password, and logon time and date. It cannot be executed as code or deliver viruses. Mobile Embrace does not use Spyware to track customer activity.

Most browsers are initially set to accept cookies. You can set your browser to notify you when you receive a cookie, giving you the chance to decide whether or not to accept it. (For some Web pages that require an authorization, cookies are not optional. Users choosing not to accept cookies will probably not be able to access those pages).

While Mobile Embrace and 2sms uses cookies to track your visit to Mobile Embrace, and our Web servers automatically log the IP/Internet address of your computer, Mobile Embrace and 2sms do not generally use this information to identify you personally. However, we will make use of this data, with your consent, if you require us to troubleshoot your account activity. We do link the information we store in cookies to personally identifiable information you submit on the web site.

What we do with your information

Any personal information we collect from this website will be used in accordance with the Data Protection Act 1998 and other applicable laws of the UK, US and EU. Mobile Embrace complies with the EU Safe Harbor framework as set forth by the Department of Commerce regarding the collection, use, and retention of data from the European Union. The details we collect will be used:

To process your order, to provide after sales service.

In certain cases we may use your email address to send you information on our other products and services. In such a case you will be offered the option to opt in before completing your account registration.



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We may need to pass the information we collect to other companies for administrative purposes. We may use third parties to carry out certain activities, such as processing and sorting data, monitoring how customers use the Website and issuing our e-mails for us. Third parties will not be allowed to use your personal information for their own purposes.

Security

The security of your personal information is important to us. When you enter sensitive information (such as credit card number and/or social security number) on our registration or order forms, we encrypt that information using secure socket layer technology (SSL). To learn more about SSL, follow this link www.verisign.com.

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is however 100% secure. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

If you have any questions about security on our Web site, you can send email us at support@me2sms.com.au

How we use your information

Mobile Embrace and 2sms use your PII only for the purpose of authenticating your identity, and to allow us to respond to your requests for service from us.

We only send information to you to service your account, for example to respond to your emails or phone calls, or if your account activity indicates that a service communication is required. We offer you the option to opt out of this process if you request it. We send a monthly statement by email which details your account activity, and offers news items covering new and enhanced aspects of our service. We also communicate with you if you choose to make a purchase with us, by sending invoices and statements by email or post. On rare occasions of below standard performance, we may email you to inform you. In all our communications, your privacy is important to us, and we will respect it.

Access to Personally Identifiable Information

If your personally identifiable information changes, or if you no longer desire our service, you may correct, update, delete or deactivate it by making the change on our member information page or by emailing our Customer Support at support@me2sms.com.au or by contacting us by



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telephone or postal mail at the contact information listed below. Mobile Embrace and 2sms guarantee to respond to access requests within 30 days of the request.

Legal Disclaimer

We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process served on our Web site.

Who we share your information with

Mobile Embrace and 2sms only share your PII with authorised partners in order to complete a transaction that you specifically request. Where it does share information, the absolute minimum information will be conveyed. Mobile Embrace insists that all partners maintain a privacy policy that complies with the privacy policy of Mobile Embrace

Mobile Embrace and 2sms do not sell or rent your PII to anyone.

How you can control the use of your information

Mobile Embrace and 2sms provides you with control over the collection and use of your PII, as well as the ability to update, correct, or remove any PII stored in your customer profile.

Protection of your information

To ensure the security of your PII, Mobile Embrace has charged 2sms to adopt data security standards that are independently audited and certified compliant with ISO27001.

Marketing communications

Mobile Embrace and 2sms only markets to customers once a month as part of a statement insert which is electronically emailed to customers. Customers are given the option to opt-in to this service at account registration. A link to opting-out is provided at the bottom of each monthly statement. Customers can also [contact us](#) via email or telephone to request removal from these infrequent communications.

Service status communications

Mobile Embrace and 2sms occasionally communicates via email service alerts to opt-in customers to inform them of disruptions to service. Customer can communicate via email or telephone to request removal from these infrequent communications.



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Bulletin Boards/ Chat Rooms

If you use a bulletin board or chat room on this site, you should be aware that any personally identifiable information you submit there can be read, collected, or used by other users of these forums, and could be used to send you unsolicited messages. We are not responsible for the personally identifiable information you choose to submit in these forums.

Your Rights

You have the right to request a copy of any information that we currently hold about you. In order to receive such information please send your contact details including address to the following address:

Privacy
Mobile Embrace
Level 10, 100 William Street
Each Sydney, NSW 2011
Australia

Telephone - 1300 886 534

Other Websites

This privacy policy only covers this website. Any other websites which may be linked to by our website are subject to their own policy, which may differ from ours.

Privacy Model disclosure

If we decide to change our privacy policy, we will post those changes to this privacy statement, the homepage, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by email, or by means of a notice on our homepage.