imail | comms
Transforming conversations

Service
Specification

1. **Service Specification**

1.1   **Introduction**

1.1.1   The imail Service, provided by Imail Comms allows you to create letters (called imail Mailing Items), either online via the imail web browser application the imail Print Client, SFTP or the API/Autolink process

1.1.2   The imail service will then sort items in compliance with Royal Mail Guidelines; print letter/ postcards, and in the case of letters, insert into envelopes envelope and using the DHL Parcel UK Ltd network transport them to the nearest depot to Royal Mail Inward Mail Centre ("IMC") where they will be delivered to Royal Mail and then onward for the "final mile" delivery to recipients.

1.1.3   This document forms part of your Agreement with imail Comms Limited, in relation to the use of the imail Service and as such should be read in conjunction with the Terms and Conditions of imail Service. Where there is any conflict between this document and the Terms and Conditions of imail Service, the Terms and Conditions of imail Service will take precedence. This document sets out the scope of the imail Service and what is expected of you as an imail user

1.2   **Definitions**

1.2.1   The terms used in this document are defined below. Terms not otherwise defined in this document are defined in the Terms and Conditions:

1.2.2   **"Agreement":** means the agreement between Imail Comms and the Customer constituted by an Account Application Form, where applicable the Mailing Profile(s), these terms and conditions (as varied from time to time) and the Service Specification;

1.2.3   **"Ad Hoc Customer":** means a Customer using the account payment option described in clause 6.3(b) of the Terms and Conditions (also referred to as "Pay as you post" account on the imail Website);

1.2.4   **"Cut Off Time":** means 15.00 Monday to Friday (excluding Bank Holidays) pm in the UK after which imail Mailing Items for letter premium delivery items and 14.00 for non-laminated postcard premium delivery items or 18.00 Monday to Friday (excluding Bank Holidays) pm for standard delivery in the UK after which time imail Mailing items will be processed the following working day;

1.2.5   **"Charges":** means UK Mail's charges for the provision of the imail Service in respect of the imail Mailing Items, as published on the imail website, or where

applicable, as agreed in a Mailing Profile, and as may be varied or supplemented under the provisions of this Agreement in Appendix 2;

1.2.6 **"Credit Account Customer":** means a Customer using the account payment option described in clause 6.3(a) of the Terms and Conditions;

1.2.7 **"Customer":** means the person entering into this Agreement and responsible for the imail Mailing Items that are electronically conveyed to Imail Comms under this Agreement as identified in the Account Application Form;

1.2.8 **"imail Identity":** means the root password protected logon that allows the Customer access to the imail Service;

1.2.9 **"imail Mailing Item":** means a letter or postcard described in the Service Specification, which is electronically conveyed to Imail Comms in accordance with the requirements set out in the Service Specification and which is subsequently processed under the imail Service;

1.2.10 **"imail Digital Mailing Item":** means an email or SMS described in the Service Specification, which will be sent to Imail Comms by the Customer in a data file which is electronically conveyed in accordance with the requirements set out in the Service Specification and which is subsequently processed under the imail Service;

1.2.11 **"imail Service":** means the service set out in the Service Specification;

1.2.12 **"Prepaid Customer":** means a Customer using the account payment option described in clause 6.3(c) of the Terms and Conditions (also referred to as "Top up" account on the imail Website);

1.2.13 **"Terms and Conditions":** means the terms and conditions for the imail Service that forms part of your Agreement with UK Mail; and

1.2.14 **"Working Day":** means any day which is not a Saturday, Sunday, bank holiday, public holiday or Royal Mail non-service day;

1.3 **Setting Up Access – How can imail be accessed?**

1.3.1 The imail Service is accessible in one of four ways. Through a web based browser application, through the imail Print Driver, through the imail API/Autolink or SFTP. Each of which allows you to send letters created within any Windows based program as well PDF directly to the imail system for processing, printing and physical delivery to a Royal Mail Inward Mail Centre ("IMC") for final delivery to the addressee. The ability to send data files with templates, for document composition, is also accessed via the SFTP. In each case you will need an imail Identity to access imail

1.4 **The imail Identity**

1.4.1 The imail Identity is the root password protected logon that allows the Customer access to the imail Service. To obtain an imail Identity, you will have completed an account application form either in hardcopy or online. In doing so, you will also have agreed to abide by imails Terms and Conditions for the use of the imail Service

1.4.2 You will be asked for a username and password. If the username you choose is already taken by someone else, you will be asked for another username

1.4.3 If your account application has been accepted, your imail Identity will be your username and your password will grant you access to the imail Service

1.4.4 If you are a Credit Account Customer, you will then be entitled to create additional imail Identities, for example, if you are the manager of a department in a company and you wish to allow your team members access to the imail Service. You will be solely responsible for the management and security of those identities and their use of the imail Service

1.4.5 To prevent abuse, it is your duty and responsibility to Imail Comms and to other users of the imail Service to keep your username and passwords safe so that they cannot be stolen or used by unauthorised persons. You will be solely

responsible for the activity that takes place under the imail Identities registered to you, irrespective of whether that activity was authorised or not

1.5   **The imail Mailing Item**

1.5.1   An imail Mailing Item is like any letter, or postcard you would send yourself except you do not have to physically print, insert into envelopes and post it. You are creating the letter on the web based imail interface, in Microsoft Word using the downloadable imail print client or generated as a print ready PDF or raw data file from your internal systems, and sending it over the internet to the imail server. Imail Comms will print, insert into envelopes and deliver it to the correct Royal Mail IMC for final delivery to the delivery address

1.5.2   To be accepted by Imail Comms a valid imail Mailing Item must comply with the following:

         1.5.2.1   It has a full delivery address, including international details if an international item

         1.5.2.2   Contains a correct and valid postcode or ZIP Code. If this is an international item it must have "INTL" in white text under the last line of the address

         1.5.2.3   Its content complies with Royal Mail guidelines on offensive material

         1.5.2.4   Its content complies with all legal requirements (including legal requirements in respect of intellectual property)

         1.5.2.5   It has specified the type of service (e.g. Premium or Standard)

         1.5.2.6   It must not contain more than the maximum number of pages allowed by the imail system

         1.5.2.7   It must not contain more than 6% colour or black images

1.5.3   It is your responsibility at all times to ensure that the imail Mailing Items that you or your employees, agents or other persons with access to your imail Identities convey to UK Mail, comply with the above requirements. For the avoidance of doubt, the fact that an imail Mailing Item has been accepted by the imail server does not relieve you of your responsibilities

1.5.4   Bulk Mailings

         1.5.4.1   Bulk mailings (more than 4,000 items) Imail reserve the right to suppress address list provided for marketing mailings (postcards and letters) of more than 4,000, against the Mail Preference Service and Mail Preference Service Deceased file. We reserve the right to remove any items which are addressed to individuals who are listed on the suppression file we use. You are required to keep and maintain an internal suppression list to ensure opt-outs are properly logged and each campaign must be run against these files 30 days or less before the mailing that uses the data is delivered to the recipient

1.6   **The imail Digital Mailing Item**

1.6.1   An imail Digital Mailing Item is any digital format of communication from the client to their recipient, replacing printed mail. This is likely to be an email or SMS campaign which you would send yourself except you do not have to physically send the email or SMS yourself. You are creating the data on the

web based interface, or generating as a print ready PDF or raw data file from your internal systems, and sending it over to Imail Comms via SFTP

1.7 imail Mailing Restrictions

1.7.1 For imail, a standard imail Mailing Item is a letter up to 16 sides of A4 inserted into an oversized C5 envelope

1.7.2 imail Mailing Items should be predominately composed of black text. Limited elements of colour are generally acceptable, e.g. company logos or one or two small images

1.7.3 When submitting the imail Mailing item, the fonts should be embedded. Imail Comms Ltd will not accept any responsibility if the font within the imail Mailing item is not recognized and therefore does not print correctly

1.7.4 Whilst Imail Comms will use its reasonable endeavours to print imail Mailing Items in the exact colours and fonts as specified, Imail Comms cannot always guarantee an exact match

1.7.5 If the imail Mailing Item is a postcard, then the imail Mailing Item is a postcard of up to 2 sides of A5 printed on a postcard material

1.7.6 imail Mailing Items are delivered by Royal Mail and therefore the content of items created by you must comply with the applicable Royal Mail guidelines including, where relevant, the application of the Mail Preference Service Suppression File and to ensure that any marketing or advertising content conforms to the British Codes of Advertising and Sales Promotion. Further information on this is available from Imail Comms on request

1.7.7 In any event, imail Mailing Items must not contain any material that could reasonably be regarded as sexually or religiously offensive, or discriminatory against gender, race, age or disability and comply with copyright law. For further guidance, please refer to Appendix 3. Version 1 (Sept 2016) Page 4 of 7

    1.7.7.1 Imail Comms Ltd reserves the right to withhold the processing of any imail Mailing Items that are deemed to be inappropriate or are likely to cause offence

1.7.8 Royal Mail Group Plc also reserves the right to withhold the processing of the items from the Royal Mail network if it deems that any terms and conditions have been breached in relation to any of the images and content used

1.8 Acceptance of imail Mailing item by UK Mail

1.8.1 When you create a imail Mailing Item and are ready to send it, you must choose the imail delivery service you want to use (Premium or Standard) PROVIDED that you have sent your imail Mailing Item to the imail server and it has been accepted by Imail Comms before the relevant Cut Off Time, your imail Mailing Item will be delivered according to the service you have chosen

1.8.2 If you choose to create imail Mailing items by mail merge, other considerations will apply

1.9 Scope of Services

1.9.1 Once Imail Comms has accepted imail Mailing Items, they will be printed, inserted*, and processed and transported to a Royal Mail IMC in accordance

with the delivery service options below, but subject to the Service Restrictions below and the Terms and Conditions of imail Service

1.9.2   When received by Royal Mail, they will undertake local sortation and delivery to their destination address along with ordinary mail

1.9.3   * imail Mailing Items that are postcards will not be inserted

1.9.4   **Premium Service:** If your imail Mailing Item is accepted by the Cut Off Time on a working day, it will be handed over to Royal Mail the following day. Note: There is no Premium Service for laminated postcards

     1.9.4.1   Non-laminated postcards will need to be submitted before 2pm to achieve a premium service

1.9.5   **Standard Service:** If your imail Mailing item is accepted by the Cut Off Time on a working day, it will be delivered on the second or third Working Day. Note: Laminated postcards will be delivered on the third or fourth working day

1.9.6   To illustrate the above, please see the tables below which sets out the delivery days according the available delivery service options:

1.9.7   Tab 1: Delivery Dates by Delivery Service Option

     1.9.7.1   Letters:

Acceptance before cut off time	Premium delivery day	Standard delivery day
Monday	Wednesday	Wednesday/Thursday
Tuesday	Thursday	Thursday/Friday
Wednesday	Friday	Friday/Saturday
Thursday	Saturday	Saturday/Monday
Friday	Monday	Wednesday/Thursday

     1.9.7.2   Laminate Postcards:

Acceptance before cut off time	Premium delivery day	Standard delivery day
Monday	N/A	Thursday/Friday
Tuesday	N/A	Friday/Saturday
Wednesday	N/A	Saturday/Monday
Thursday	N/A	Monday/Wednesday
Friday	N/A	Wednesday/Thursday

     1.9.7.3   Non-Laminated Postcards:

Acceptance before cut off time	Premium delivery day	Standard delivery day
Monday	Wednesday	Wednesday/Thursday
Tuesday	Thursday	Thursday/Friday
Wednesday	Friday	Friday/Saturday
Thursday	Saturday	Saturday/Monday
Friday	Monday	Wednesday/Thursday

     1.9.7.4   Large Letter:

Acceptance before cut off time	Large Letter delivery day
Monday	Saturday
Tuesday	Monday
Wednesday	Wednesday
Thursday	Thursday
Friday	Friday

1.9.8   Tab 2: Delivery Dates for imail Mailing Items accepted over the weekends

Acceptance after Friday cut off times	Premium delivery day	Standard delivery day
Friday	Wednesday	Wednesday/Thursday
Saturday	Wednesday	Wednesday/Thursday
Sunday	Wednesday	Wednesday/Thursday

Acceptance after cut off time	Large Letter delivery day
Friday	Saturday
Saturday	Saturday
Sunday	Saturday

1.10   Service Restrictions

1.10.1   Whilst Imail Comms will always use our reasonable endeavours to deliver your imail Mailing Items to the delivery service option shown above, we cannot guarantee this

1.10.2   If you choose to use mail merge to create and convey to UK Mail, bulk mailings (10,000 items or more) of imail Mailing Items you must convey the imail Mailing Items and have them accepted by 12.00pm, at the latest, and provide 48 hours' notice, to allow Imail Comms sufficient time to physically print your imail Mailing Items, envelope them and process them in time to meet the delivery service option you have specified

1.10.3   Mail merged imail Mailing Items will continue to be accepted after 12.00pm until the Cut Off Time but Imail Comms may not be able to meet the service delivery option you have specified if you choose to convey such items after 12.00pm

1.10.4   It is therefore recommended that you convey mail merged imail Mailing Items to Imail Comms as early as possible before 12.00pm

1.11   Imail Security and Integrity

1.11.1   Imail Comms utilises a licensed service by Ofcom and therefore our processes have to meet the strict obligations of that licence. This ensures that the integrity of our service and the security and privacy of your imail Mailing Items is exactly the same as for postal items sent via the traditional method

1.12   Return of imail Mailing Items returned by Royal Mail

1.12.1   If for any reason, an imail Mailing Item cannot be delivered by Royal Mail it will be returned to UK Mail. Imail Comms will send you an electronic copy of the imail Mailing Item(s) that Royal Mail could not deliver

1.13   Charges

1.13.1   If for any reason, an imail Mailing Item cannot be delivered by Royal Mail it will be returned to UK Mail. Imail Comms will send you an electronic copy of the imail Mailing Item(s) that Royal Mail could not deliver. Refer to Appendix 2 for applicable charges

1.14   Printing Specification

Printing	
Type	Inkjet & Toner Digital Mono & Colour
Resolution	600x600dpi; 1200x1200dpi
Capability	Mono & 4 colour process

Capability	Simplex & Duplex

1.15 Envelop and Paper Specification

Envelopes	
Size	162x229mm; 162x235mm & C4
Weight	90gsm
Type	Window, gummed wallets

Paper - Letters	
Size	A4
Weight	100gsm

Paper - Postcards	
Size	A5
Weight	Up to 300gsm

1.16 Minimum Hardware and Software Specification

1.16.1 Hardware requirements are at least the minimum specifications required to run the software below. However, Imail Comms recommends that you should access the imail Service on hardware that meets the recommended specifications required by the software below, or better

Web browser	Internet Explorer 6.0 or above Firefox 2.0 or above Google Chrome
Printer Driver	Microsoft Word (2000, 2003, 2007)
Other Software	Adobe Reader 7.0 or above
Operating Systems (for Internet Explorer 6.0)	Windows XP Service Pack 3 Windows Vista Windows 7 Windows 8 Windows Server 2003 Windows Server 2008 Windows Server 2012

1.16.2 imail Autolink has the following minimum system requirements: 2GB of available hard drive space. Internet connection (for connecting to the imail server). Microsoft .NET 2.0 (SP2) framework. Port 443 open. Local Windows

administrator privileges. For SFTP users we recommend using an FTP Driver, such as Filezilla

1.17 Change requests

1.17.1 Any requests to change any element of the service above must be requested using the "Imail Comms Change Request Form" in Appendix 1

1.17.2 Charges for the Change Request will be provided and must be approved in writing by the customer before development commences

1.18 Business Continuity

1.18.1 If in the unlikely event that Imail Comms has to invoke the business continuity plan, items will still be produced but will not have special paper, inserts or outers. They will be processed as standard in UKM outers on white paper with no inserts etc. throughout the time of business continuity

1.18.2 Clients will be informed if the business continuity plan is invoked and will be kept up to date as to when normal service can resume

1.19 Initial Response times – Level 1 support

Priority	Description	Example Issues	Response Time
Blocker	Severe Customer business impact.	System Inoperable. System functionality completely unavailable. Workaround unavailable.	Respond within an hour Initial diagnosis within 2 hours (reasonable efforts) Work around 4 hours from diagnosing issue. (Aim to fix/reasonable efforts) If not fixed within 4 hours, this will be escalated within the business. Worth noting that a system restore could take more than 4 hours
Critical	Major loss of functionality.	System Operable. Major system function is unavailable or severely degraded Workaround unavailable	8 business hrs
Major	Minor Loss of functionality.	System Operable Non critical failure in functionality. Workaround available.	1 working day to diagnose issue (reasonable efforts) 2 days to provide workaround (if required) and timescales to fix
Minor	No loss of functionality or Requests for change.	System Operable. Functionality available General "How To" queries Enhancement Requests (RFC) Quotes	2 days Quotes to be received in 2 days

1.20 Escalation of Support and Commercial Requests

1.20.1 For escalations and commercial requests please email enquiries@imailcomms.com and ask for your query to be passed on to the relevant member of the business as stated below

1.20.1.1 Director of Digital Mail; Head of Sales; Client Director; Head of Client Implementation

Appendix 1 – Change Requests

Imail Comms Change Request Form

Date:	Job No. TBA	Amendment No. 1

Solution Affected: <mark><Job Name></mark>		
Description of Change		
Description: **Business Rules:** **Requirements:** ➢ Client to sign the Change request and estimate prior to commencing program changes. ➢ Client to provide a test file containing the conditions required to produce the revised documents. ➢ Client to Sign-off the changes prior to being implemented.		
Change Requested by: <Client Details>		

Hours estimated	
Rate / hour	
Total Cost	

Estimate for Change:	**Agreed finish Date:**
Implementation/Go Live Date:	**Prepared by:**
Final Sign-off by:……………………………(for client)	**Date:**……………………………………………….

Conditions:

1. Imail Comms has allowed running a test twice as part of testing. If further runs are required, this will be at additional cost.
2. The Client will provide the final sign-off on the test output.
3. Programming changes subsequent to the user acceptance sign-off will be charged at £140 per hour.
4. The estimate is valid for 30 days from the estimate date.
5. All new processes or functions provided by Imail Comms should be included in a revised version of the Requirements Documents
6. A project plan will be mutually agreed on acceptance of this estimate if required.
7. All testing which passes through the production environment (Data Processing, Printing, and Fulfillment) will be charged using the agreed production prices.
8. All prices are exclusive of VAT.
9. The estimate does not include production pricing or the costs for postage.

Appendix 2 – Non-standard charging

1.21   **Additional charges**

     1.21.1   Additional development cost including additional time spent on development not included within pricing section is charged at £140 per hour

2. **Appendix 3**

As the originator of any image and content in an imail Mailing Item, you must ensure that you comply with the requirements below: You must ensure that you:

1. Own the intellectual property rights for any designs that you use and allow Imail Comms to use this imagery on your behalf alongside the Imail Comms indicia for processing through the Imail Comms and Royal Mail delivery networks for delivery to the end recipient.

2. Indemnify Imail Comms Ltd and Royal Mail Group Plc against any potential claim in relation to the breach of copyright law.

3. Are legally responsible for ensuring that you have the necessary copyright approvals in place to use the imagery on the stamp-like indicia.

4. Will not show or mention any reference to the Royal Family, the Royal Arms or any Emblems associated with the Royal Family.

5. Will not use imagery that is derogatory or that defames any other person or business.

6. Are compliant with the law and the images used do not incite any person to break the law.

7. Are compliant with the British Code of Advertising Practice.

8. Prepare your images in a responsible manner to both society and consumers.

9. Compete fairly.

10. Will not use any image that may cause offence.

11. Will not use any image that is misleading.

12. Will not use any indecent images that contain any sexual reference, or refer to indecency, obscenity or pornography.

13. Will not use images of a political nature that are potentially generating support for a particular point of view, policy or action.

14. Will provide advance written confirmation that permission is granted to use any quotation or reference to a living person.

15. Will not use images that negatively affect the Imail Comms brand or any part of Imail Comms Ltd.

16. Will not use any images which negatively affect the Royal Mail brand or Royal Mail Group of Companies.

17. The image will be printed on a white background and therefore be of good contrast in line with the resolution specifications.