



SERVICE SPECIFICATION

1. INTRODUCTION

The imail Service allows you to create letters (called imail Mailing Items), either online via the imail web browser application the imail Print Client or the API/Autolink process. The imail service will then print envelope and process the imail Mailing Items before transporting them to the nearest Royal Mail Inward Mail Centre (“IMC”) where they will be sorted and delivered to their destination addresses by Royal Mail.

This document forms part of your Agreement with UK Mail 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 Customer.

2. DEFINITIONS

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

“Agreement”:	means the agreement between UK Mail 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;
“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);
“Cut Off Time”:	means 3.00pm in the UK after which imail Mailing Items for standard delivery items or 12.00pm for premium delivery in the UK after which imail Mailing items will not be processed;
“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;
“Credit Account Customer”:	means a Customer using the account payment option described in clause 6.3(a) of the Terms and Conditions;
“Customer”:	means the person entering into this Agreement and responsible for the imail Mailing Items that are electronically conveyed to UK Mail under this Agreement as identified in the Account Application Form;
“imail Identity”:	means the root password protected logon that allows the Customer access to the imail Service;
“imail Mailing Item”:	means a letter, postcard, mailshot or appointment cards described in the Service Specification, which is electronically conveyed to UK Mail in accordance with the requirements set out in the Service Specification and which is subsequently processed under the imail Service;
“imail Service”:	means the service set out in the Service Specification;
“Prepayment 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);
“Terms and Conditions”:	means the terms and conditions for the imail Service that forms part of your Agreement with UK Mail; and
“Working Day”:	means any day which is not a Sunday, bank holiday, public holiday or Royal Mail non-service day;

3. SETTING UP ACCESS - How can imail be accessed?

The imail Service is accessible in one of three ways. Through a web based browser application, through an imail Print Driver, and through the imail API/Autolink which allows you to send letters created within any Windows based program 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. In each case you will need an imail Identity to access imail.

3.1 imail Identity

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.

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.

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.

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.

To prevent abuse, it is your duty and responsibility to UK Mail 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.

3.2 The imail Mailing Item

An imail Mailing Item is like any letter, appointment card, mailshot or postcard you would send yourself except you do not have to physically print, envelope 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. UK Mail will print, envelope, process and deliver it to the correct Royal Mail IMC for final delivery to the delivery address.

To be accepted by UK Mail a valid imail Mailing Item must comply with the following:

- It has a full delivery address
- Contains a correct and valid postcode
- Its content complies with Royal Mail guidelines on offensive material
- Its content complies with all legal requirements (including legal requirements in respect of intellectual property)
- It has specified the type of service (e.g. Premium or Standard)
- It must not contain more than the maximum number of pages allowed by the imail system.
- It must not contain more than 6% colour or black & White images

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.

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

3.3 imail Mailing Item Restrictions

For imail, a standard imail Mailing Item is a letter up to 16 sides of A4 placed in the same envelope.

imail Mailing Items should be predominately composed of black and white text. Limited elements of colour are generally acceptable, e.g. company logos or one or two small images. However imail Mailing Items with full colour text or several large images (whether in full colour or black and white) will not be accepted for processing.

If the imail Mailing Item is a postcard, mailshot or appointment card, then the imail Mailing Item is a postcard of up to 2 sides of A5 card on the same sheet.

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 UK Mail on request.

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 1.

UK Mail Ltd reserves the right to withhold the processing of any iemail Mailing Items that are deemed to be inappropriate or are likely to cause offence.

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.

3.4 Acceptance of an iemail Mailing Item by UK Mail

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

If you choose to create iemail Mailing items by mail merge, other considerations will apply. Please see paragraph 4.3.2 below for further details.

4. SCOPE OF THE SERVICES – THE iemail SERVICE DELIVERY OPTIONS

Once UK Mail has accepted iemail Mailing Items, they will be printed, enveloped*, and processed and transported to a Royal Mail IMC in accordance with the delivery service options below in 4.1 and 4.2, but subject to the Service Restrictions in 4.3 below and the Terms and Conditions of iemail Service.

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

* iemail Mailing Items that are postcards will not be enveloped.

4.1 Premium Service

If your iemail Mailing Item is accepted by the Cut Off Time, it will be delivered within the next two Working Days. EXCEPT if your iemail Mailing Item is accepted between 3.00pm on a Friday and 12.01am on a Monday, where it will be delivered on the Tuesday/Wednesday.

4.2 Standard Service

If your iemail Mailing item is accepted by the Cut Off Time, it will be delivered on the second or third Working Day. EXCEPT if your iemail Mailing Item is accepted between 3.00pm on a Friday and 12.01am on a Monday, where it will then be delivered on a Wednesday/Thursday.

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

Acceptance Before Cut off time	Premium Service; Delivery Day	Standard Service; Delivery Day
Monday	Tuesday/Wednesday	Wednesday/Thursday
Tuesday	Wednesday/Thursday	Thursday/Friday
Wednesday	Thursday, Friday	Friday/Saturday
Thursday	Friday/Saturday	Saturday/Monday
Friday	Saturday/Monday	Monday/Tuesday

Tab 1: Delivery Dates by Delivery Service Option

Acceptance between Cutoff time Fridays to 12.01am Mondays	Premium Service Delivery Day	Standard Service Delivery Day
Friday after 3.00pm	Tuesday/Wednesday	Wednesday/Thursday
Saturday	Tuesday/Wednesday	Wednesday/Thursday
Sunday	Tuesday/Wednesday	Wednesday/Thursday

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

4.3 Service Restrictions

- 4.3.1 Whilst UK Mail will always use our reasonable endeavours to deliver your iemail Mailing Items to the delivery service option shown above, we cannot guarantee this.
- 4.3.2 If you choose to use mail merge to create and convey to UK Mail, bulk mailings (4,000 items or more) of iemail Mailing Items you must convey the iemail Mailing Items and have them accepted by 12.00pm, at the latest, and provide 48 hours notice, to allow UK Mail sufficient time to physically print your iemail Mailing Items, envelope them and process them in time to meet the delivery service option you have specified.

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

It is therefore recommended that you convey mail merged iemail Mailing Items to UK Mail as early as possible before 12.00pm.

5. iemail SECURITY AND INTEGRITY

UK Mail is licensed by Postcomm (Postal Services Commission) to provide mail services 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 iemail Mailing Items is exactly the same as for postal items sent via the traditional method.

6. RETURN OF iemail MAILING ITEMS RETURNED BY ROYAL MAIL

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

The physical items will then be securely destroyed by UK Mail.

Reasons why Royal Mail cannot deliver an item of mail may include:

- wrong or incomplete address
- wrong or incomplete postcode
- there is no one at the address
- the person to whom the item was addressed has moved away

7. CHARGES

You will be charged for each iemail Mailing Item that has been accepted by UK Mail depending on the number of sides of A4 paper used, whether in full or in part, and the service delivery level chosen.

Charges will be published on the iemail website (<https://www.imeilprint.co.uk>)

For Credit Account Customers, the Charges will be agreed in the Mailing Profile. Ad hoc and Prepayment Customers will be notified of the Charges by UK Mail when they send iemail Mailing Items.

UK Mail reserves the right to change the Charges from time to time.

8. PRINTING SPECIFICATION

Type	Laser Printer
Resolution	600 x 1800 dpi
Colour Capability	Black & White/Full Colour*
Printing Capability	Simplex/Duplex

*Whilst UK Mail will use its reasonable endeavours to print iemail Mailing Items in the exact colours and fonts as you have specified, UK Mail cannot always guarantee an exact match.

9. ENVELOPE AND PAPER SPECIFICATION

Envelopes	Size	C5
	Colour	White
	Type	Windowed Envelopes
Address positioning will be automatically set in the imail Mailing Items to fit the position of the windows in the envelopes.		

Paper	Size	A4
	Weight	100gsm
	Colour	Plain White
	Type	100% recycled

Card	Size	A5
	Weight	300gsm
	Colour	Plain White
	Type	100% recycled

10. MINIMUM HARDWARE AND SOFTWARE SPECIFICATION

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

10.1 Software

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

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.

APPENDIX 1

As the originator of any image and content in an email 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 UK Mail to use this imagery on your behalf alongside the UK Mail indicia for processing through the UK Mail and Royal Mail delivery networks for delivery to the end recipient.
2. Indemnify UK Mail 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 UK Mail brand or any part of UK Mail Ltd or any of the Business Post Group of Companies.
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.