imail | comms
Transforming conversations

Service
Specification

1. Service Specification

1.1 Introduction

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

1.1.2 The Imail service sorts items in compliance with Royal Mail guidelines. Items are printed and letters inserted into envelopes and postcards & letters are handed over to our [DSA (Down Stream Access)] provider who, using their network, transports them to Royal Mail Inward Mail Centres [IMC]. Royal Mail route to local delivery offices for "final mile" delivery to household and business addresses.

1.1.3 This document forms part of your Agreement with Imail, 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

1.1.4 This document was last updated: 01/07/2022

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 **"AdMail" or "Advertising Mail"** Mailings which comprise a largely uniform message to all addressees, with the purpose of promoting the sale or use of products or services, or to encourage contribution to, or support of a cause.

1.2.3 **"Agreement":** means the agreement between Imail 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;

1.2.4 **"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);

1.2.5 **"Cut Off Time":** means 15:00 GMT (Monday to Friday) for Imail Premium Delivery items; 18:00 GMT (Monday to Friday) for Imail Standard Delivery Items. Items submitted after the cut off time will be processed the following working day.

1.2.6 **"Charges":** means Imail'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;

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

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

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

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

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

1.2.12 **"Imail Service":** means the service set out in the Service Specification;

1.2.13 **"Premium Service":** A service, for letters (not including large letters) only, whereby items submitted by 3pm will be processed same day

1.2.14 **"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);

1.2.15 **"Standard Service":** A service, for letters and postcards, whereby letters and postcards submitted by 6pm will be processed the following day, at latest

1.2.16 **"Terms and Conditions":** means the terms and conditions for the Imail Service that forms part of your Agreement with Imail; and

1.2.17 "**Working Day":** means any day which is not a Saturday, Sunday, bank holiday, public holiday or Royal Mail non-service day unless this is a Royal Mail working day which includes Saturday

1.3 Setting Up Access – How can Imail be accessed?

1.3.1 The Imail Service is accessible in one of four primary ways:

    1.3.1.1 a web based application
    1.3.1.2 the Imail Print Driver
    1.3.1.3 the Imail API
    1.3.1.4 Autolink
    1.3.1.5 SFTP.

1.3.2 Each of the above 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.

1.3.3 The ability to send data files with templates, for document composition, is also accessed via the SFTP.

1.3.4 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 online. In doing so, you will

also have agreed to abide by Imail's 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 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 any letter or postcard

1.5.2   You create the letter in 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 will print, insert into envelopes and deliver it to the correct Royal Mail IMC for final delivery to the delivery address

1.5.3   To be accepted by Imail a valid Imail Mailing Item must comply with the following:

    1.5.3.1   It has a full delivery address, including a valid country name if an international item

    1.5.3.2   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

    1.5.3.3   Its content complies with Royal Mail guidelines on offensive material

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

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

    1.5.3.6   It must not contain more than the maximum number of sides allowed by the Imail system

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

1.5.4   It is always your responsibility to ensure that the Imail Mailing Items that you or your employees, agents or other persons with access to your Imail Identities convey to Imail, 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

1.5.5   Bulk Mailings

    1.5.5.1   Bulk mailings (more than 4,000 items). Imail reserve the right to suppress address lists 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. The communication is created via the web based interface, or generated as a print ready PDF or raw data file from your internal systems, and sent to Imail via SFTP

1.7 Imail Mailing Restrictions

1.7.1 An Imail Mailing Item is a letter up to 16 sides of A4 inserted into an oversized C5 envelope

1.7.2 **A Large Letter Mailing Item is a letter up to 99 sides of A4 inserted into an oversized C4 envelope**

1.7.3 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

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

1.7.5 No text or images other than the recipient name and address may be placed in the address block as specified in the appendices.

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

1.7.7 Tolerances

    1.7.7.1 Image movement. ISO 126 allows for +/- 2mm tolerances for [1] swelling and contracting of paper during printing and post printing processes and dwell time, [2] movement in paper during high-speed printing

    1.7.7.2 Cutting. Accurate cutting requires neat piles. Levels of static and movement of laminate in the postcard manufacturing process presents variation in the piles. A tolerance on +/- 2mm should be allowed for in artwork.

1.7.8 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

1.7.9 Physical Inserts. The application of inserts via a mechanical device (enclosing machine) would typically have a success rate of 98%

1.7.10 The document templates (Postcard or Letter) must conform to the Imail guidelines. See Appendix 4. 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 on request

1.7.11 Under no circumstances may Imail Mailing Items 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

> 1.7.11.1 Imail 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
>
> 1.7.11.2 Imail relies on the contents of the PDF being machine readable. It should be noted that not all PDF submissions will be compliant with our systems. There may be occasions whereby the Imail systems are unable to process PDF files and it will be the client's obligation to make changes to produce files suitable for Imail processing.

1.7.12 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 Release of Mail from Pending

1.8.1 Imail cannot be held responsible for the contents or validity of any letters processed through the system. The pending function allows Customers to check letters before they are released into the mail network.

1.8.2 The purpose of this function is to help prevent letters from being released which contain errors or other unwanted content.

1.8.3 It is the Imail User's responsibility to check documents to ensure that they are compliant with any UK or other relevant legislation, including but not limited to GDPR
In the event letters are released from pending without being checked by the client, or when a Customer has requested that the pending function is disabled, then the Customer takes full responsibility for any subsequent issue or incident relating to that mailing.

1.9 Acceptance of Imail Mailing item by Imail Comms

1.9.1 At the point of submission, the user must choose the Imail delivery service that is desired (Premium or Standard).

1.9.2 PROVIDED that the Item has been sent to the Imail server and has been released from pending Imail before the relevant Cut Off Time, your Imail Mailing Item will be delivered according to the service you have chosen

1.9.3 If you choose to create Imail Mailing items by mail merge, other considerations will apply

1.10 Scope of Services

1.10.1 Once Imail has accepted Imail Mailing Items, they will be printed, inserted into an envelope (if applicable, postcards will not be 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

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

1.10.3 Note that any items submitted after the cut off on Friday will be processed on the next working day 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 postcards.

1.10.4 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

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

1.10.6 Tab 1: Delivery Dates by Delivery Service Option

STANDARD	PREMIUM
• Letters & Postcards	• Letters
• Day 0 — Submission by 6pm • Day 1 — Handover to UK Mail • Day 3/4 — Land on Doormat	• Day 0 — Submission by **3pm** • Day **0** — Handover to UK Mail • Day **2/3** — Land on Doormat
• Large Letters	• **Postcards** & Large Letters
• Day 0 — Submission by 6pm • Day 1 — Handover to UK Mail • Day 5/6 — Land on Doormat	• No Premium Service

1.11 Service Restrictions

1.11.1 Whilst Imail will always use our reasonable endeavours to deliver your Imail Mailing Items to the delivery service choice shown above, we cannot guarantee this

1.11.2 If you choose to use mail merge to create and convey to Imail Comms, 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 Imai sufficient time to physically print your

Imail Mailing Items, envelope them and process them in time to meet the delivery service choice you have specified

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

1.12 Imail Security and Integrity

1.12.1 Imail utilises a licensed postal service regulated by Ofcom. Clients utilising Imail are bound by regulations associated to this service as defined in Appendix 3.

1.13 Return of Imail Mailing Items returned by Royal Mail

1.13.1 If for any reason, an Imail Mailing Item cannot be delivered by Royal Mail it will be returned to Imail. Imail can report this return to you as an additional service. Please contact your account manager to arrange for these reports.

1.14 Charges

1.14.1 If for any reason an Imail Mailing Item cannot be delivered by Royal Mail it will be returned to Imail. Imail 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

1.15 Printing Specification

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

1.16 Envelope and Paper Specification

Envelopes	
Size	162x235mm & Large Letters 324 x 229mm
Weight	Uo to 90gsm
Type	Window, gummed wallets

Paper - Letters	
Size	A4
Weight	Up to 100gsm

Paper - Postcards	
Size	A5
Weight	Up to 300gsm

1.17   **Minimum Hardware and Software Specification**

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

Web browser	Microsoft Edge (Latest Version) Firefox (Latest Version) Chrome (Latest Version)
Printer Driver	Microsoft Word (2000, 2003, 2007)
Other Software	Adobe Reader 7.0 or above
Operating Systems (for Internet Explorer 6.0)	Windows 7 Windows 8 Windows Server 2003 Windows Server 2008 Windows Server 2012

1.17.2   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.

1.17.3   For SFTP users we recommend using an FTP Driver, such as FileZilla

1.18   **Change requests**

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

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

1.19   System Availability

1.19.1   Imail endeavours to ensure a 99.9% uptime of the Imail systems during normal working hours.

1.19.2   From time to time, essential maintenance will be carried out. Typically, this will be outside of normal working hours with four weeks' notice.

1.19.3   There may be occasions when a change or update is unavoidably applied during working hours. Imail will ensure that these instances are minimised, however cannot guarantee that they will not occur.

1.19.4   Updates will be sent ahead of any outage and then when the outage is complete. If the outage is longer that 6 hours, there will be an interim update.

1.20   Business Continuity

1.20.1   If in the event that Imail invokes 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

1.20.2   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

1.20.3   Trusted third parties will be used to process items when business continuity is invoked. This point must be considered in relation to your GDPR (General Data Protection Regulation) agreements with your customers

1.21   Initial Response times – Level 1 support

Priority	Description	Example Issues	Response Time
Blocker	Severe Customer business impact.	System Inoperable. System functionality is 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 hours
Major	Minor Loss of functionality.	System Operable Noncritical failure in functionality. Workaround available.	1 working day to diagnose issue (reasonable efforts) 2 days to provide a 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 (Request for Change)) Quotes	2 days Quotes to be received in 6 days depending on complexity.

1.22 Escalation of Support and Commercial Requests

1.22.1 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

1.22.1.1 Director of Digital Mail; Head of Sales; Client Director; Service Delivery Director

Appendix 1 – Change Requests

Imail 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 starting program changes.
> - Client to supply 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 has allowed running a test twice as part of testing. If further runs are needed, this will be at additional cost.
2. The Client will supply the final sign-off on the test output.
3. Programming changes after 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 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 needed.
7. All testing which passes through the production environment (Data Processing, Printing, and Fulfilment) 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

1.23   Additional charges

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

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 to use this imagery on your behalf alongside the Imail indicia for processing through the Imail and Royal Mail delivery networks for delivery to the end recipient.

2. Indemnify Imail 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 Imai brand or any part of Imail 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.

Appendix 4

Document Guidelines for Letters and Postcards

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A4 Letter Design Guidelines

This short guide takes you through the step-by-step process to ensure your important text fits in correctly with imail's printing system.

Delivered b
Royal M
C9 100

Miss Helen Cook
Blossom Close
Wembley
Middlesex
HA9 5DF

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Transforming conversations

Introduction

We've put together this easy-to-follow guide to help ensure you get your letters out the door quickly, effectively and looking the best they can. Please review this short guide before submitting your artwork.

Key information:

Your letter artwork should be sent as A4
(210mm x 297mm), with no bleed or print marks.

Contents:

imailcomms.com

5mm

48.5mm

12.7mm

Scape area.
Place your address
within this box.

85.5mm x 39mm

5mm

5mm

A4 letter – Sheet 1 | front

3

5mm
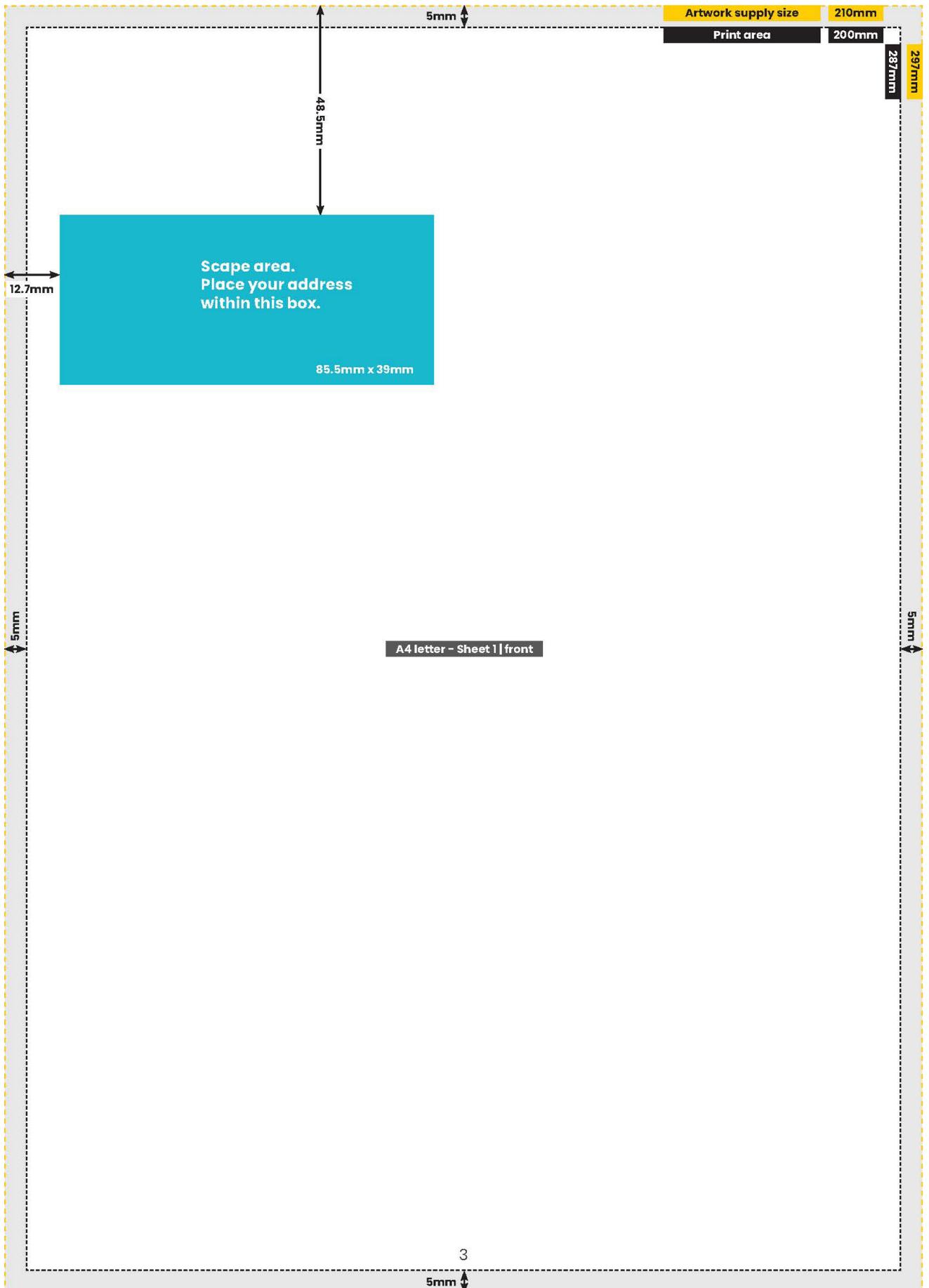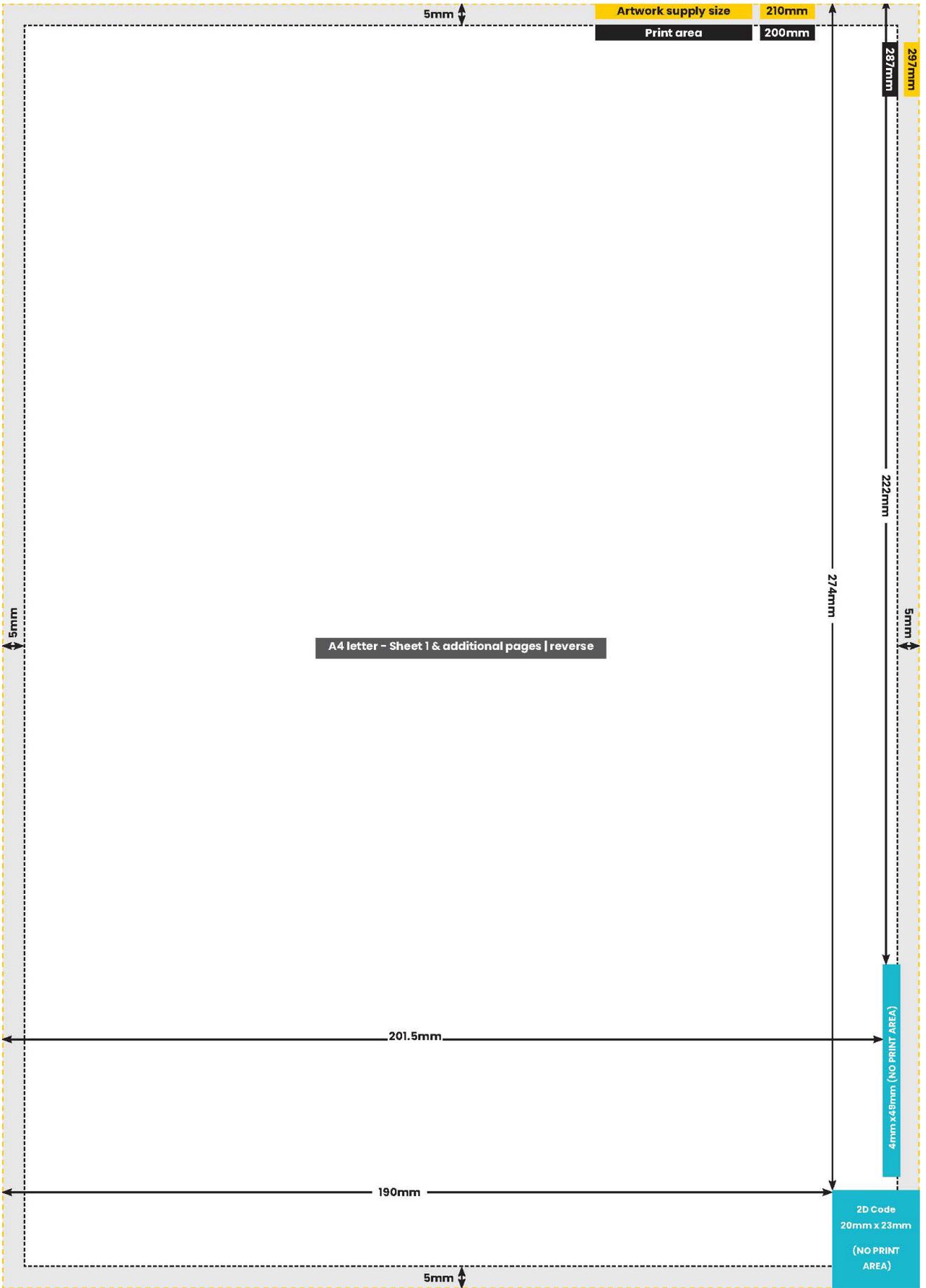
A4 letter – Sheet 1 & additional pages | reverse

Artwork supply size — 210mm
Print area — 200mm

5mm
297mm
287mm
222mm
274mm
5mm
5mm

201.5mm
190mm

4mm x 49mm (NO PRINT AREA)

2D Code
20mm x 23mm

(NO PRINT AREA)

5mm
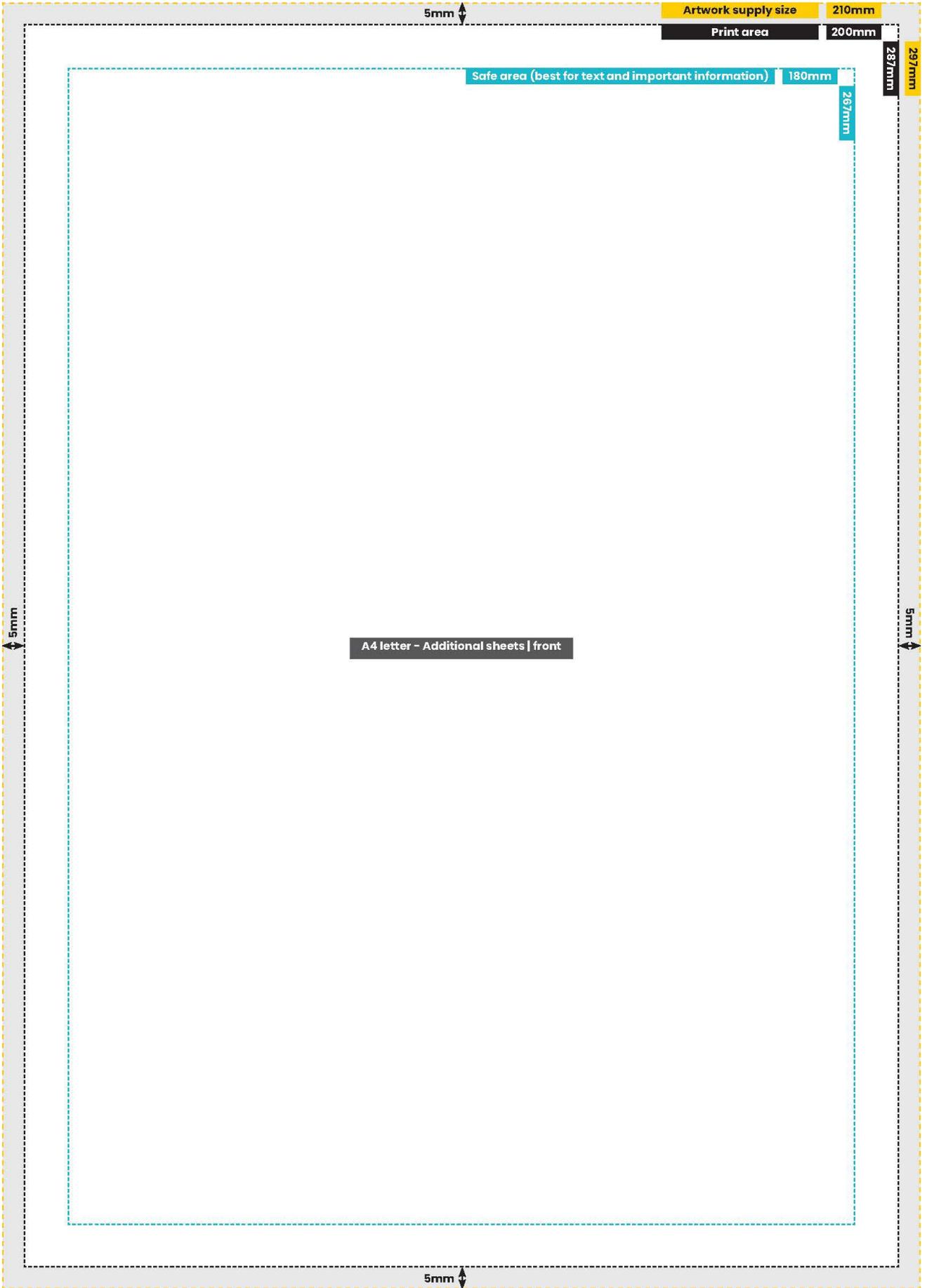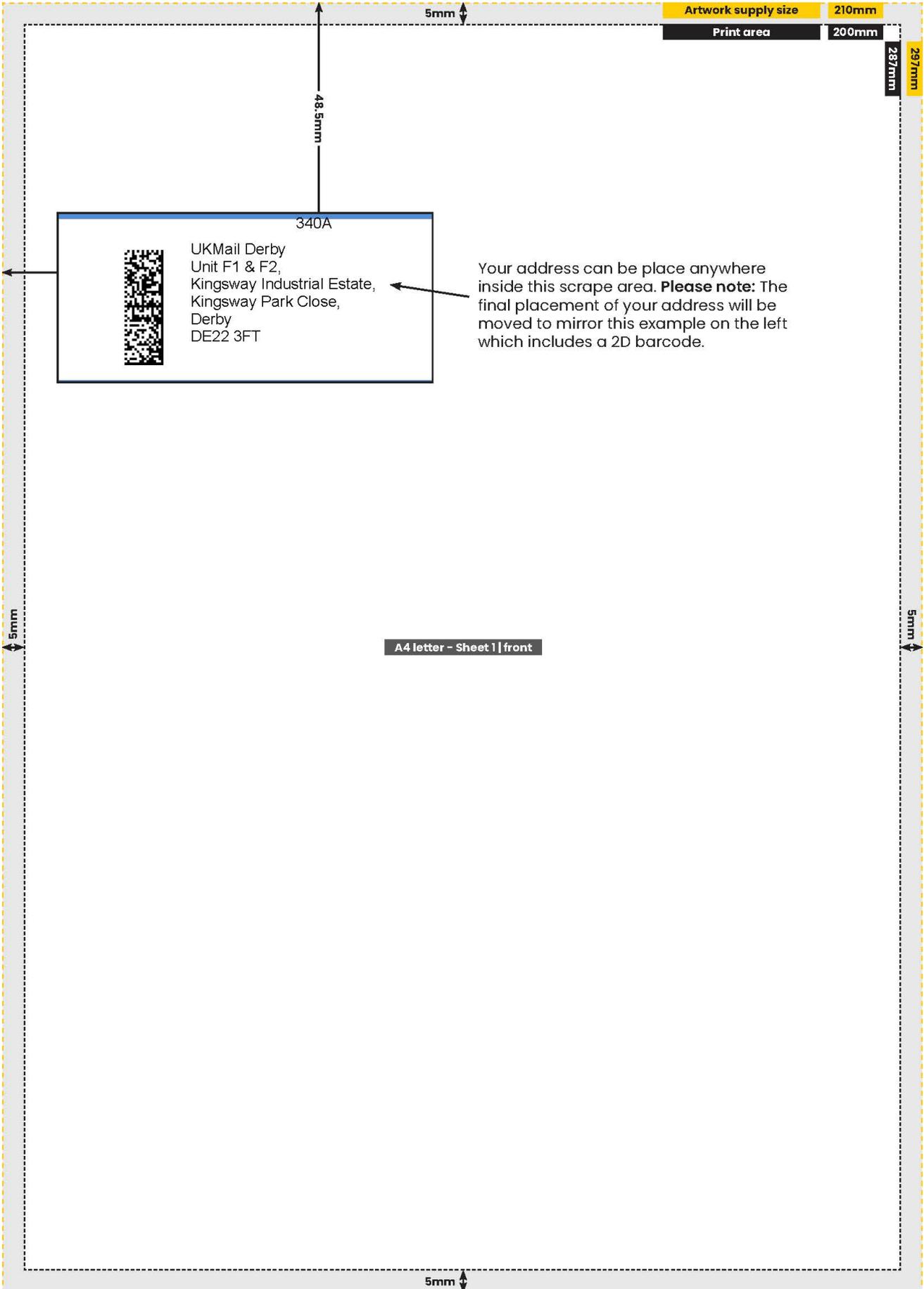
5mm

Artwork supply size 210mm

Print area 200mm

297mm

287mm

Safe area (best for text and important information) 180mm

267mm

5mm

5mm

A4 letter - Additional sheets | front

5mm

5mm

48.5mm

340A

UKMail Derby
Unit F1 & F2,
Kingsway Industrial Estate,
Kingsway Park Close,
Derby
DE22 3FT

Your address can be place anywhere
inside this scrape area. **Please note:** The
final placement of your address will be
moved to mirror this example on the left
which includes a 2D barcode.

5mm

A4 letter – Sheet 1 | front

5mm

5mm

Marketing
Postcard Mailing
Design Guidelines

This short guide takes you through the step-by-step process to ensure your important text and images don't bleed or get cropped out.

imail

Introduction

We want to make it easy for you to get your Marketing Postcards out the door quickly, effectively and looking the best it can. Please review this short guide before submitting your artwork.

Key information:

Your postcard will be cropped to A5 (148mm x 210mm), however we require you to submit your postcard with a 5mm bleed (making your artwork 158mm x 220mm).

Please pay careful attention to page 4 as this highlights no print areas, which include important postage information.

Contents:
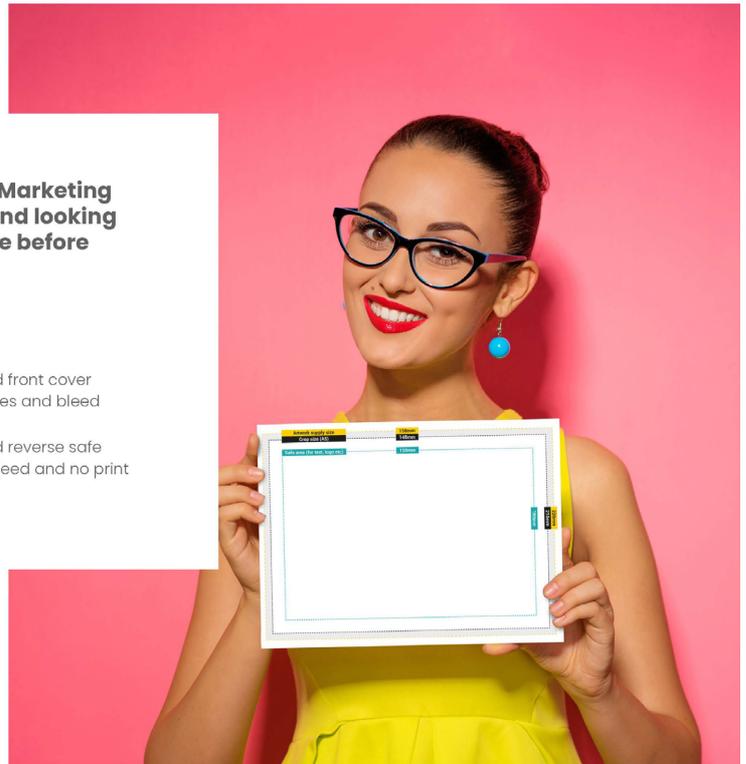
Postcard cover

Artwork supply size (A5 with 5mm bleed 220mm x 158mm):
This is the size we require your overall document to be.

Postcard crop (A5 – 210mm x 148mm):
Your artwork will be cut to this size.

Safe area (128mm x 190mm):
Any information should stay in this area too avoid it cropping too close to the edge.

Artwork supply size
Crop size (A5)
158mm
148mm
Safe area (for text, logo etc)
128mm
190mm
210mm
220mm

Image is not actual size. (Approx. 75% of actual size).

3
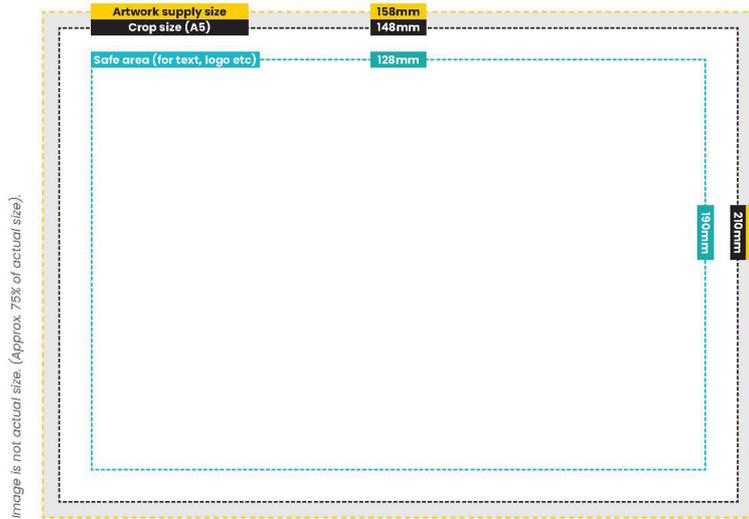
Postcard reverse

Artwork supply size
Crop size (A5)

158mm
148mm

Safe area (for text, logo etc)

128mm

Indicia – 62mm x 35mm

190mm
200mm
220mm
210mm

127mm

Address – 85mm x 45mm

49mm

Return Address – 115mm x 12mm

Image is not actual size. (Approx. 75% of actual size).

4