

22 June 2012

David Vaile  
Vice Chair  
Australian Privacy Foundation  
[d.vaile@unsw.edu.au](mailto:d.vaile@unsw.edu.au)

Dear David

Thank you for your letter and your interest in Digital Post Australia (DPA) and DPA's digital postbox service.

DPA is committed to the protection of Personal Information in accordance with the National Privacy Principles set out in the Privacy Act 1988 (Cth) and also privacy principles in relation to health information for the private sector as set out in State and territory legislation. DPA has very carefully considered privacy law in designing its solution to ensure the privacy rights of customers who use the digital postbox service. We understand not only our legal obligations but also the expectations of mail senders and our potential end users / receivers.

As a joint venture of our technology provider (Zumbox), Computershare and Salmat we have a strong culture of privacy as those organisation regularly create the communications that we will deliver. As these organisations are likely to be our largest agents we have consulted extensively with them.

We can assure you that consumer privacy is of the utmost importance to our organisation and our joint venture partners and that we take these issues very seriously. In relation to the specific matters you have raised in your letter, we are very comfortable with our approach to these items.

Please let us know if we can be of further assistance.

Sincerely,



**Randy Dean**  
CEO  
Digital Post Australia Pty Limited