GoFax®Acceptable Use of Service Policy

Last modified on 30th September 2024.

Our Commitment

GoFax is committed to fighting global messaging fraud and spam communication, and through our systems, technology, people, and processes, we work tirelessly to prevent, identify, and block spam and fraud messaging across the services we provide. This policy is set to provide clear guidelines for customers in their acceptable use of our services.

Our Policy

This policy applies to all users of GoFax services. This policy does not replace nor cover all prohibited activities as covered by GoFax Terms & Conditions.

When agreeing to the Terms and Conditions set out to use GoFax services you agree to this Policy. The Services made available by GoFax are to be used for permission-based and legitimate messaging purposes only.
GoFax services cannot be used for the following purposes:

- Fax or SMS messaging/advertising that fails to comply with relevant legislation
- Sending commercial electric SMS messages without consent and valid opt-out
- Sending messages to recipients who have unsubscribed
- Sending messages that attempt to falsify an identify or misrepresent a brand
- Sending or receiving messages containing inappropriate content, including but not limited to content that contains:
- sexual or pornographic material
- promotes counterfeit goods
- abusive, harassing, bullying, intimidation, racial discrimination, hate group paraphernalia, cruelty to animals, murder, self-harm, extortion or blackmail, sale or trade of endangered species
- dangerous products or services, e.g. firearms (including fireworks)

- alcohol, tobacco, or illegal drugs
- gambling
- Sending messages with fraudulent information or phishing attempts.

GoFax may implement measures to monitor account usage to identify spam or potential fraudulent use of services through messages and/or misrepresentation of identity in messaging. In accordance with our Terms and Conditions, GoFax may suspend access to Services without any notice where we identify services may be used or intended for use for unlawful purposes.

Customers are responsible for ensuring that all messages sent using GoFax are in compliance with relevant local laws as well as relevant laws of the message destination country. Failure to comply with legal requirements may result in a delay or failure of message delivery. Messages classified as spam or that are in breach of governing legislation may be subject to financial and/or legal consequences.

GoFax may provide services and features to support users in their compliance obligations, however, the Customer is responsible for ensuring compliance measures are implemented and messages are monitored to meet the needs of relevant regulatory requirements.

Regulatory Requirements

In addition to our Acceptable Use of Service Policy, GoFax customers must ensure compliance with the following legislation, regulations, and best practice guidelines:

United States of America: Fax Advertising and SMS Compliance

- Telephone Consumer Protection Act (TCPA)
- CAN-SPAM Act
- CTIA Messaging Principles & Best Practices

Australia: Fax Marketing

- Telecommunications (Fax Marketing) Industry Standard 2021
- Do Not Call Register Act 2006

Commercial Electronic SMS

- Spam Act 2003
- Sending SMS: A practical guide for messaging requirements can be found on the Australian Communications and Media Authority website.

New Zealand:

- Unsolicited Electronic Messages Act 2007
- Compliant Electronic Marketing: Guidance for New Zealand Businesses

For any questions or assistance, you can contact us.