

Easy Inbound Outage Notifications

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Change History

This document was first published on 20 December 2024. The following table provides details of changes to this document since its initial release.

Version	Effective date	Change summary	Details	
			Section(s)	Changes
1.0	December 2024	Document created	NA	NA
2.0	July 2025	New Obligations	All	Updated process to comply with new rules when managing major outages or significant local outages.

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1. About this document

On the 14th of November 2024, the ACMA published the *Telecommunications (Customer Communications for Outages) Industry Standard 2024* (Industry Standard)¹ (*the Standard*), which set new rules for the telecommunications industry relating to major network outages. These Industry Standards came into effect on 31 December 2024.

The Standard was updated on, 29 April 2025 to include rules for the telecommunications industry relating to significant local network outages. Compliance with the new Standard is required from 30 June 2025.

This standard requires Easy Inbound to have written procedures available on our website outlining how we communicate with our customers in the event of a major outage or significant local outage.

This document outlines those procedures.

2. What is a major outage

A 'major outage' relates to any unplanned impact to the supply of services provided over a telecommunications network that results in customers being unable to establish or maintain access to those services.

A 'major outage' must also affect—or be likely to affect—100,000 operating services or all services that use a telecommunications network in an Australian state or territory.

In addition, a 'major outage' must last (or be expected to last) for more than 60 minutes ².

3. What is a significant local outage

A 'significant local outage' relates to any unplanned impact to the supply of services provided over a telecommunications network that results in customers being unable to establish or maintain access to those services.

A 'significant local outage' must also affect – or be likely to affect - 1,000 or more services in regional Australia; or 250 or more services in remote Australia.

In addition, a 'significant local outage' must last (or be expected to last) longer than 6 hours in regional Australia or 3 hours in remote Australia.

¹ See <https://www.legislation.gov.au/F2025L00527/asmade>

² See *Telecommunications (Customer Communications for Outages) Industry Standard Variation 2025* (No.1), <https://www.legislation.gov.au/F2025L00527/asmade>

4. What does Easy Inbound do to identify network outages?

Easy Inbound constantly monitors the network. We also work closely with our upstream carriers to identify and monitor for outages outside our control. This helps to ensure that:

- We are aware of outages as soon as practicable
- We can inform relevant parties about any outages affecting them as effectively and efficiently as possible, and
- We can proactively address any outages at the earliest possible opportunity.

5. What will Easy Inbound do when a major outage or significant local outage occurs?

In the event of a major outage or significant local outage, Easy Inbound are committed to:

- Resolving the outage as soon as possible
- Keeping our customers informed as soon as practicable after the outage starts
- Providing our customers with timely and informative updates during the outage, and
- Informing our customers when the outage has been resolved.

As soon as possible after Easy Inbound becomes aware of a Major Outage or Significant Local Outage, Easy Inbound will:

1. Publish details of the Major Outage or Significant Local Outage on Easy Inbound's network status page, at: <https://easyinbound.com.au/status>.
2. This is a publicly available web page and the information provided on this page will help to ensure that affected and interested parties have access to detailed information about the outage.
3. Once a Major Outage or Significant Local Outage is published on the Easy Inbound network status page, all customers who have subscribed to the product which is impacted by the Major Outage or Significant Local Outage will receive a notification informing them of this outage. This notification will only be sent to customers with a valid email address registered with us.
Easy Inbound will ensure each active customer has at least one contact subscribed to receive these notifications.
If customer would like to change their subscribed contact, please contact support@easyinbound.com.au or call 1300 005 008 to request this change.
4. Post notifications on supported social media platforms for Easy Inbound.

As the major outage or significant local outage progresses, Easy Inbound will provide regular updates about the outage to affected customers and the public.

Easy Inbound will do this using our status page website, email updates and via social media updates as described above.

Updates will include information about any material changes to the outage. Material changes include significant changes that are likely to increase or decrease the severity of the outage, or the time it will take to resolve it. These include changes to the:

- scale of the outage
- geographical area impacted by the outage
- type of services impacted
- the issues being experienced by this outage
- the timeframe to rectify the outage

Easy Inbound will provide information about any material changes as soon as possible after information becomes available.

Easy Inbound will also provide general updates about the outage, including updates about Easy Inbound's progress in resolving this outage. The frequency of these updates will vary depending on the nature of the outage; however, Easy Inbound will endeavour to provide updates every 60 minutes, or whenever further information becomes available.

In addition, Easy Inbound will provide updates at least:

- once every six (6) hours for the first 24 hours of the outage
- once during every subsequent 24-hour period

Once all services affected by the major outage or significant local outage are restored, Easy Inbound will notify affected and interested parties using our status page, email updates and social media platforms as described above.

6. What information is included in a major outage or significant local outage notification?

Easy Inbound is committed to providing our customers with as much information as is reasonably possible to help you manage the effects of a major outage or significant local outage. As such, notifications will include the following content, wherever possible:

- the outage start time
- the scale or suspected scale of the outage, including the number of impacted services;
- the geographic areas impacted or likely to be impacted by the outage;
- the types of services affected or likely to be affected by the outage;
- the root cause(s) of the outage, where known;
- the timeframe(s) for when Easy Inbound estimates it will be able to provide further updates about the outage;
- the timeframe(s) for when Easy Inbound estimates services will be restored;
- details of any material changes to the outage (as described above);

- if no material changes have occurred when Easy Inbound is obligated to provide you with an update, we will provide a statement that there has been no material change to the outage during the relevant timeframe;
- details of any actions taken in relation to the outage;
- a reference number for the outage;
- details of a website or webpage where updates will be posted; and
- a contact number and email address for contacting Easy Inbound if you require further assistance with this outage.

7. Frequently Asked Questions:

- Will I be notified if an outage is not a 'major outage' or 'significant local outage'?
Easy Inbound is committed to informing our customers about any outages that affect their services.
As such, as soon as Easy Inbound become aware of an outage, we will publish details of the outage on our status page, at: <https://easyinbound.com.au/status>. This is a publicly available web page.
- How can I change the contact subscribed for outage notifications?
If customer would like to change their subscribed contact, please contact support@easyinbound.com.au or call 1300 005 008 to request this change.
- Can I unsubscribe to getting notifications for outages?
Easy Inbound require at least one contact for all active customers to receive notifications about outages. Customers will only receive notifications about outages for the products they purchase from Easy Inbound.
- How do I get more information about a major outage or significant local outage?
If an active Easy Inbound customer requires further support or has additional questions about an ongoing or historical outage, they can contact Easy Inbound support on support@easyinbound.com.au or by calling 1300 005 008.