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This constitutes the policy of Impulse Screen Media (“ISM”) with respect to complaints of copyright, trademark, or other intellectual property infringements.

ISM is an informational and research tool that indexes and tags information found in television content, including TV Programs, TV commercials, show promotions, movie trailers, infomercials and public service announcements (collectively TV Content).

We help business and consumers to easily find content they see on TV by comprehensively tagging information about the TV Content, thereby increasing the reach and engagement with TV Content and allowing the synchronisation of content with digital media. Some of the information we tag includes brands, products, promotions and offers, URLs, phone numbers, social links, celebrities, scenes, characters and other pertinent identifying data. We do not store or retransmit any TV program content in its original form, however, we do create meta-data catalogues from the TV Content for research and information purpose upon which automated actions may be taken.

We respect the rights of copyright holders of TV content and in an effort to properly credit the copyright holders of each commercial, ISM clearly indicates the broadcaster and/or advertising company in a prominent location in the catalogue of any given TV Content whenever known. Whenever this information is not available, it is assumed the company whose products and/or services are being represented in the TV Content is the company holding the copyrights of such commercial. Additionally, the title, description, product names, slogans and other data elements, in part, or in whole, may be trademarked by the same identified copyright holder.

Any metadata, recordings and transcripts provided by ISM are for the client’s internal research use only. Any additional use (including further copying, forwarding, rebroadcast, public performance, and inclusion on a website or social media) is prohibited and requires the express permission of the copyright holder. Copyright law prevents unauthorized use of copyright works and encourages fair compensation for the copying and distribution of protected material. Australian copyright law is contained in the Copyright Act 1968. ISM TV content metadata is only accessible via monitored accounts of users who by using the ISM system must also accept these standard terms and conditions to respect and conform to this copyright policy and comply with Australian copyright law.

Notwithstanding the above, if you believe copyrighted work is available on the ISM site in such a way that constitutes copyright infringement, or a breach of an agreed licence or contract, please notify us at contact@impulsescreen.com :

- Your notification must include sufficient information to enable us to identify the copyrighted work that is the subject of the claimed infringement or, if multiple copyrighted works are involved, a representative list of such works and;
- information reasonably sufficient to permit us to locate and access such material and;
- information reasonably sufficient to permit us to contact you, such as your name, address, telephone number and email address.
- An indication of whether you are the owner of the content, or if you are acting on their behalf. Details of all parties must be supplied including the relationship between them.
- Indicate what law (including country) is being transgressed.

Once a request is received and validated, ISM will do its best to process such notices promptly.