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## Call recording cloud gets funding and ex-Telstra exec 'Your call may be recorded for quality control purposes'

By **Natalie Apostolou**

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Australian cloud based phone call recording company, 1300 Record, has secured \$AU1.5 million in first tranche funding from Innovation Capital, ahead of a marketing push. 1300 Record has developed a platform that allows businesses and individuals to record and store phone calls without the need for equipment or software.

The recording can be set up as an automated services for all inbound and outgoing calls or as a selective service for specific calls. The cloud based service works across landline, mobile or VOIP.

Calls are recorded digitally and stored in the cloud where they can be downloaded, shared via email link, or transcribed to text. The company has also installed former Telstra executive Yasmin Dugan as the CEO of the Melbourne based company.

Dugan was a 30 year veteran of the carrier and held a range of senior roles.

“Our cloud based products enable small business to enjoy the advantages of professional call recording without the capital and complexity of ‘call centre-type’ solutions,” Dugan said

Under Australian law recording of calls is permissible provided that all parties involved are aware and consent to being recorded. Private sector companies with turnovers of more than \$AU3 million are governed by the Privacy Act and must comply with the National Privacy Principles governing how personal information may be collected, used, disclosed and stored. ®

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