TeleSign

SMS SENDER ID & CONTENT GUIDELINES

GLOBAL COMPLIANCE BEST PRACTICES

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INTRODUCTION

Businesses worldwide use TeleSign's reliable platform and innovative solutions to engage with their users and provide a comprehensive approach to account security. SMS is a powerful and effective tool to connect businesses with their users, however it can be highly regulated in certain markets. Understanding the various market nuances, country regulations and SMS standards is a key component to successfully operating an SMS program within certain more restrictive countries. With expert knowledge of the SMS industry, the TeleSign team supports and guides customers through the complexities of global SMS compliance.

Global SMS compliance requirements consider the route and sender ID used to deliver the SMS, in addition to the content of the message and UI design. The Sender ID and Content Guidelines provide an overview of the countries that enforce specific sender ID and/or content restrictions related to sending an SMS. To ensure successful delivery, we recommend reviewing these guidelines to understand which countries may require additional attention. Once your target destinations have been identified and you've submitted your request to TeleSign, we'll work with the mobile operators and providers to facilitate the submission of your request.

SUBMISSION PROCESS

01

Initial sender ID and/or message content inquiry is submitted.

02

Required use case details and information is collected.

03

TeleSign reviews information, providing recommendations and next steps.

04

Request and supporting documentation is submitted to Operator(s) for approval.

05

Once approved, TeleSign tests the content and/or sender IDs.

06

Customer is notified their account is configured and ready for traffic.

ALPHA SENDER ID APPROVAL

Requests for a particular *alpha sender ID must be submitted in the following countries for operator approval to ensure successful SMS delivery.

Belarus	Indonesia		Serbia	Turkey
Croatia	Jordan	Nepal	Sri Lanka	Ukraine
Czech Republic	Kenya	Oman	Syria	United Arab Emirates
Cuba	Montenegro	Pakistan	Tanzania	Vietnam
Egypt	Morocco	Russia	Thailand	Chad
Qatar		Saudi Arabia		

*Alpha sender IDs support one-way messaging only.

MESSAGING REQUIREMENTS

Messaging best practices for delivering SMS globally.

Sending unsolicited messaging is not recommended. *

Political, religious, pornographic, money lending, gambling and/or violent content is not recommended. *
Countries such as China will block messages containing any of the specified blacklisted keywords. *
SMS use cases that send recurring and/or promotional content should offer user the ability to opt-out.
* Violations may result in blocking or penalties in certain restrictive markets.

MESSAGE CONTENT MODIFICATIONS

Countries amending the message content to include additional prefix or suffix text used for informational or identification purposes.

China* - unique signature added to all messages to identify message sender.
Malaysia* - content added to messages to indicate free charge A2P messages.
South Korea – content added to all messages to identify international A2P messages.
Turkey – content added to all messages to associate the SMS to a specific mobile operator.

* indicates message length (character count) is affected by the prefix or suffix text.

SENDER ID RESTRICTIONS

Countries restricting SMS delivery to only use a specific type of sender ID for one-way messaging ●

Short Code	Long Code	Alpha Sender ID	Branded Alpha Sender ID (requires preregistration)	Other
Argentina †	Argentina †	Cuba	Indonesia	India ‡
Brazil	Costa Rica	Morocco	Jordan	China*
Canada	Italy	Saudi Arabia	Montenegro	
Chile	Mexico †	Nepal	Qatar	
Colombia	South Korea	Thailand	Russia	
Ecuador		Turkey	Syria	
Malaysia		Vietnam	United Arab Emirates	
Mexico †		Chad		
New Zealand				
USA †				

* indicates a country specific sender ID consisting of 12 to 22 digits is required.
† indicates sender ID used is dependent on country use case and/or operator policies.
‡ indicates a 7- or 8-digit short code is required, while alpha can be approved only to local businesses.

USE CASE RESTRICTIONS

Countries with restrictions on the use case and/or message content.

| Strict Opt-In Requirements*	OTP|ARN
USA	India
Canada	Vietnam
Russia	China (provider dependent)

* Global SMS best practice is to obtain opt-in or user consent prior to sending an SMS.

COMMON TERMS

SMS	Short message service also referred to as a text message.
Sender ID	Originating address from which the SMS is delivered.
UI	User interface. The visual and informational design of the user flow.
Message Content	The informational text displayed within the SMS.
OTP	One-time passcode. Use case generating a unique one-time pass code for the purpose of user verification.
ARN	Alerts, reminders and notifications. Use case generating informational type messaging to end-users.
Pre-registration	Process of submitting required details to a mobile operator and/or SMS provider for approval to deliver SMS.
Mobile Phone Operator	A telecommunications service provider organization that provides wireless voice and data communication for its subscribers.
Opt-in	Consent that is given from the end-user to the company, either verbally or in writing, permitting the SMS to be sent.
Use Case	Type or category of SMS traffic to be delivered.
Alpha Sender ID	A sender ID made up of letters only.
Branded Alpha Sender ID	An alpha sender ID representing a brand name protected by a trademark.
Short Code	A sender ID made up of digits only, ranging between 3 and 8 characters in length.
Long Code	A sender ID made up of digits only, ranging between 8 and 15 characters in length.
International Long Code	A long code representing a foreign MSISDN in international format.
Local Long Code	A long code representing a local MSISDN in international format.
MSISDN	Mobile Station International Subscriber Directory Number is a number used to identify a mobile phone number internationally.
SMS provider	An intermediary between a mobile service provider (providing the SMS service) and the mobile phone operator(s).
Unsolicited SMS	Messages delivered without prior consent from the user or account holder, and messages sent after a user has opted out.

NEXT STEPS

The TeleSign team is here to support the successful launch of your SMS program, ensuring ease and efficiency. With TeleSign, you'll have access to knowledgeable resources, a superior level of customer support and access to our outstanding, reliable platform. Ready to get started? Please contact your Sales and Client Services account team with any questions you may have or visit us at www.TeleSign.com for more information.
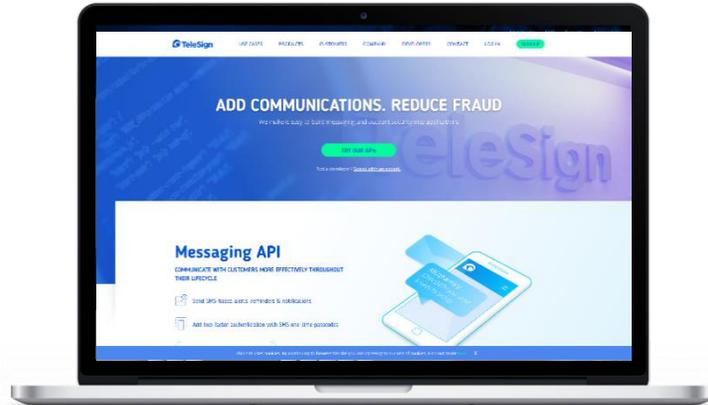
These guidelines outline TeleSign's interpretation of SMS, voice and general telecommunication restrictions and requirements. We are providing this information in good faith, to assist the customer in navigating what can be a very complex legal environment. However, please be aware that this is not intended to be legal advice, or to be used as a substitute for engaging your own legal and/or regulatory advisers. Please note that under the terms of your contract with TeleSign, you are solely responsible for ensuring that your use of TeleSign's services is compliant with all applicable laws – nothing in these guidelines modifies those terms.

TeleSign's account security platform is trusted by the world's largest brands to prevent online fraud. Combining real-time data & analytics, phone verification and two-factor authentication, TeleSign helps customers secure billions of end-user accounts from compromise.

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