



CANADIAN COMMON

SHORT CODE

APPLICATION GUIDELINES

Version 1.0

November 23, 2009

Document Version History

VERSION NO.	DATE MODIFIED	DESCRIPTION OF MODIFICATION

Table of Contents

OVERVIEW

I. DEFINITIONS

II. SCOPE OF THE GUIDELINES

1. Who manages Common Short Codes (CSCs)?
2. What are the requirements to obtain a Common Short Code?
3. How are applications for Common Short Codes administered?
4. How long does it take to have an application considered?
5. What are the standard lead times for the launching of new programs?
6. What Short Codes are available?
7. How much do Common Short Codes cost?
8. Common Long Codes (8 digits)
9. How much do Common Long Codes cost?

III. THE PROCESS

1. Submitting a Common Short Code Application
2. Approvals
3. Common Short Code Testing and Validation Procedure Prior to Activation
4. Lease Renewals
5. Cancellation of a Common Short Code Lease
6. Revisions to a Common Short Code Program
7. Regular Common Short Code Compliance Testing

IV. COMMON SHORT CODE PROGRAM REQUIREMENTS

1. Program Pricing, Promotion and Advertising
 - 1.1 Consumer Pricing
 - 1.2 Promotion and Advertising
2. Mandatory Keywords
3. Opt-In
4. Opt-Out
5. Mandatory Dormant Code Message
6. Subscription Programs
 - 6.1 Mandatory Handset Verifier
 - 6.2 Mandatory Double Opt-In for Premium Subscriptions
 - 6.3 Mandatory Monthly Subscription Reminder Message
7. General Use Short Codes
8. Demo Codes
9. Rich Content
 - 9.1 Promotional Complimentary Content
10. Mobile Commerce
 - 10.1 m-Payments
 - 10.2 m-Banking
 - 10.3 m-Offers
 - 10.4 m-Ticketing
11. Contests
12. Chat Programs
13. Programs Requiring Special Consideration
 - 13.1 Campus Alerts
 - 13.2 Health Alerts
14. Charitable Donation Programs

V. CSC CODE OF CONDUCT

OVERVIEW

In July 2003 Canada's Wireless Service Providers (WSPs) came together with the Canadian Wireless Telecommunications Association (CWTA) to offer Common Short Codes (CSCs) which may (subject to approval) be activated across WSPs' networks. The CWTA has been assigned the role of administrator of the CSC registry on behalf of the industry.

CSCs are numbers to which a text message can be sent and are typically much shorter than a 10-digit mobile phone number. They are easy to remember and take less time to type than 10-digit numbers. CSCs can be used for a number of mobile messaging applications. These include contests, promotions, mobile coupons, subscriptions and on-demand content.

CSCs are codes that have been activated on all or most mobile phone networks for the same application or service. In Canada, the industry makes available 5- and 6-digit codes. CSCs are normally obtained by Content Providers who wish to offer unique programs to mobile phone consumers. These Content Providers access mobile phone consumers via a connection directly or indirectly with the WSPs' text messaging networks.

In Canada, content developers, application service providers and marketers are able to obtain CSCs from the CWTA that will be activated across participating WSPs' networks which currently includes any or all of the following: Bell, Fido, Koodo Mobile, MTS Allstream (currently operating as MTS), Rogers Communications Inc., SaskTel, Solo, TELUS (including Mike), and Virgin Mobile Canada. It is anticipated that EastLink, Public Mobile, TBayTel, Vidéotron, and WIND Mobile, will participate in this initiative as they begin to launch CSCs.

Connectivity with a WSP is established either using SMPP or other agreed methods of connectivity, dependent upon the individual WSP. Aggregators are required to adhere to technical specifications and procedures that have been outlined by the WSP; these tend to vary from provider to provider.

This document describes the guideline associated with the provisioning and operation of CSCs, and may be updated from time to time. Readers should visit Canada's Text Messaging Resource Website (www.txt.ca), in order to obtain the current version of this document.

I. DEFINITIONS

In this document, unless the context otherwise requires:

“Administrator” means the CWTA.

“Aggregator” means a third-party who would connect via SMPP directly to the WSP in order to offer services to consumers on behalf of Content Providers.

“ASP” means Application Service Provider, an organization that offers network based software solutions “applications”, or downloadable applications that enable the business logic behind mobile marketing initiatives.

“Common Programs” are programs that two or more competing WSPs agree to participate in by allowing access by the Content Provider or Aggregator to their consumers.

“Consumer” means any individual who obtains mobile phone services from a WSP.

“Content Providers” means third-parties who wish to offer services to consumers.

“CSC Code of Conduct” has the meaning set forth in Part V.

“CTA” means call-to-action.

“MIN” means Mobile Identification Number, more commonly referred to as a wireless phone number, uniquely identifies a wireless device within a WSPs network.

“MMS” means Multi Media Service, which is a standard for telephony messaging systems that enable the sending of messages between mobile devices that include multimedia objects (images, audio, video). Alongside multimedia objects, MMS messages may include normal text.

“MO” means Mobile Originating is a message that is sent by consumer.

“MT” means Mobile Terminating is a message sent to the consumer.

“Private Codes” are Short Codes that are not available for use by common programs.

“Program” means a program proposed by a Content Provider relating to the use of a Short Code resulting in the transmission of text messages to and from the WSP with the involvement of an Aggregator and consumers.

“Short Code Council” (“SCC” or “Council”), is a committee of the CWTA comprised of one voting representative from each of the participating WSPs.

“Short Codes” means 5 and 6-digit Short Codes, the use of which will result in consumers sending and/or receiving an SMS or MMS message in order to experience an automated application.

“SMPP” means Short Message Peer-to-Peer Protocol.

“SMS” means Short Message Service, which is a standard for telephony messaging systems that enable the sending of text-based messages between mobile devices.

“Wireless Service Provider (WSP)” means the wireless operators represented by Bell, Fido, Koodo Mobile, MTS Allstream (currently operating as MTS), Rogers Communications Inc., SaskTel, Solo, TELUS (including Mike), and Virgin Mobile Canada. It is anticipated that EastLink, Public Mobile, TBayTel, Vidéotron, and WIND Mobile will participate in this initiative as they begin to launch CSCs.

II. SCOPE OF THE GUIDELINES

1. Who manages Common Short Codes (CSCs)?

The CWTA administers the CSCs in cooperation with the Wireless Service Providers (WSPs). The CWTA has created a Short Code Council, comprised of at least one representative from each WSP to oversee the administration of CSCs.

The role of the Short Code Council is to agree to policy and guidelines with respect to the use of Common Short Codes. The Short Code Council reviews all applications for Common Short Codes.

The CWTA hosts information about the Common Short Code Application Guidelines on Canada's Text Messaging Resource Centre at www.txt.ca. Interested parties are requested to frequently visit the website for updates, which includes estimated provisioning dates for new code requests and other pertinent announcements.

The CWTA makes CSCs available on behalf of the WSPs, maintains a current registry of all in-use and available CSCs, and is the principal point of contact to parties interested in obtaining a CSC. For further information please email shortcodes@cwta.ca or call 613-233-4888 and ask to speak to a member of the CWTA Short Code Team.

2. What are the requirements to obtain a Common Short Code?

- a) You will need to establish SMPP connectivity with the WSP either directly or indirectly. SMPP is a protocol that defines the language by which servers that host SMS applications and the operators' Short Message Service Centres (SMSC) speak to enable two-way SMS. The CWTA has contact information for numerous Aggregators with connections to the WSPs' networks available on www.txt.ca. In general, the options to gain connectivity are:
 - i. Connect directly to the WSPs,
 - ii. Connect or partner with an existing Aggregator(s), or
 - iii. A hybrid of the above.
- b) You must gain acceptance by two or more competing WSPs that they agree to participate in your program or application.
- c) For the CSC to be provisioned on a wireless network, you must conclude a satisfactory, bilateral commercial agreement with the WSP directly or indirectly through an Aggregator.
- d) A deposit equal to the first three months of lease fees is required at time of application. Cost details are explained in part II, sections 7 and 9 of this document.
- e) You must adhere to the industry's CSC Code of Conduct and other guidelines as outlined in this document.

3. How are applications for Common Short Codes administered?

Applications are received and reviewed by the CWTA. The application form can be downloaded from www.txt.ca. For more detailed information regarding the administrative process please refer to part III of this document.

4. How long does it take to have an application considered?

The CWTA reviews applications to ensure they meet the requirements outlined in these guidelines. Once an application is considered fully detailed it will normally be considered within 7 days.

5. What are the standard lead times for the launching of new programs?

It is recommended that applications involving Aggregators that already have direct connectivity to the WSPs normally allow a minimum of 30-45 days from the time the application is approved until launch of the program.

The foregoing is dependent on the volume of requests. Announcements of more current planning times are available at www.txt.ca.

Requested launch dates will be targeted on a best-efforts level by each WSP.

6. What Short Codes are available?

Five and 6- digit Short Codes are used as part of this inter-carrier initiative. Please note that Short Codes beginning with a “4” and a “0” are not available as part of this initiative. CWTA maintains the registry of available codes as follows:

5 DIGITS	
10000 – 39999	Common Short Codes
40000 – 49999	Private Short Codes
50000 – 99999	Common Short Codes
6 DIGITS	
100000 – 399999	Common Short Codes
400000 – 499999	Private Short Codes
500000 – 999999	Common Short Codes

7. How much do Common Short Codes cost?

The CWTA leases Short Codes for a monthly fee of \$500 for the first 3 months of assignment. A non-refundable fee equal to the first 3 months (\$1,500 + 5% GST) in Canadian funds is required at the time of application. Submitted applications will not be considered until the deposit is received. The fees apply once the code has been activated on the networks. For programs continuing in length past the deposit period, monthly fees will be reduced to \$350 starting in month 4 of the lease term.

8. Common Long Codes (8-digits)

The WSPs have established a common pool of 8-digit Long Codes. These codes are available on a case-by-case basis as part of the Canadian Common Short Code Application Guidelines.

Upon request the Long Codes may be made available for codes to be used with text messaging programs, where a CSC is not required. It is anticipated that the Long Codes would be used in situations where the consumer is not required to enter (type) the code into their wireless device in order to participate in the text messaging program.

The WSPs have assigned the following range of Long Codes to the Administrator (CWTA) for lease as part of the Common Short Code Application Guidelines. The range of Long Codes is: **30000001 to 30000999**. Interested parties may apply for a Long Code using the same procedure as that which is used to apply for Short Codes. However, specific Long Codes may not be requested. The Administrator will assign Long Codes sequentially.

9. How much do Common Long Codes cost?

The CWTA leases Long Codes at a lower overall lease rate than Short Codes because Long Codes are perceived to have lesser value than Short Codes. A non-refundable fee of \$500 per month for the first 3 months (\$1,500 + 5% GST) in Canadian funds will still be charged. However, the monthly fee will be reduced to \$250 starting in month 4 of the lease term. As with Short Codes, the deposit fees apply once the codes have been activated on the networks.

III. THE PROCESS

The process is administered by CWTA with direction from the Short Code Council. Prior to submitting a CSC application, applicants will need to establish SMPP connectivity with the WSPs either directly or indirectly.

1. Submitting a Common Short Code Application

Applications are submitted via email to shortcodes@cwta.ca. In the instance wherein the applicant submits an application through an Aggregator, that Aggregator must review the application in question prior to submission, and be copied on the electronic submission. Likewise, should the third party Aggregator submit the application, the client must review the application prior to submission and be copied on the electronic submission. Applications will be reviewed by CWTA. Fully detailed Short Code applications will be sent to the Short Code Council. Short Code applications are normally considered every Tuesday. In order to have your application considered on a particular Tuesday, it must be submitted before 1:00 PM (Eastern) on Thursday of the preceding week. A deposit equal to the first three month lease fee is required at time of application.

Short Codes are assigned to a specific program type(s). Applicants must provide detailed information on the program type(s) that they wish to offer to mobile phone consumers, the specific number of Short Codes required for the program, and the desired pricing of the application. The WSPs retain the right to not participate in any particular program. The application form is available at www.txt.ca.

2. Approvals

Applications that meet the criteria established in this document are forwarded to the WSPs with a recommendation that the WSPs participate in the program.

WSPs independently indicate to CWTA whether they wish to participate in the program. You must gain acceptance by two or more competing WSP that they agree to participate in your program. CWTA will inform applicants whether the WSPs have agreed to participate in the program. The Letter of Approval will be copied to the WSPs and, if applicable other parties involved with establishing connectivity to the WSPs.

Approvals will be contingent on a number of factors including:

- i. Adherence to the CSC Code of Conduct and other guidelines as outlined in this document.
- ii. Payment of a deposit equal to the first three month (minimum) Short Code lease fee to CWTA.

3. Common Short Code Testing and Validation Procedure Prior to Activation

All Aggregators with direct connections to WSPs are responsible for notifying the CWTA when they and/or their clients are prepared for the WSPs to commence testing on a new Short Code activation. The READY FOR TESTING document, available at www.txt.ca, should be sent to shortcodes@cwta.ca with the subject heading containing the words: 'READY FOR TESTING'. The CWTA is responsible for communicating all notices to the WSPs.

The READY FOR TESTING document signifies that the Short Code program has been validated by the direct connect Aggregator and is successfully working in accordance with the Mandatory Keywords and functions approved in its CWTA Common Short Code application. Emailing this document to the CWTA is required in order for participating WSPs to commence testing of the Mandatory Keywords and functions of the Short Code program. The READY FOR TESTING document must be received by the CWTA at least 10 business days prior to the activation date stated in the corresponding Short Code Letter of Approval. Failure to notify the CWTA will result in the Short Code not being tested by the WSPs and will delay the activation date. This process prevents valuable time from being lost as Short Codes that are not yet functional are not be tested prematurely.

4. Lease Renewals

The Short Code will be assigned for the duration of the program proposed to offer, up to a maximum of 12 months. Prior to the expiration of the lease and assuming the CSC program and account are in good standing, the CWTA will offer the leaseholder the opportunity to renew the lease for a maximum of 12 months.

5. Cancellation of a Common Short Code Lease

A leaseholder may cancel a lease at any time by sending an email to shortcodes@cwta.ca with the request to cancel. Please note that under certain circumstances, the Short Code Team may need to validate the cancellation with a confirmation from the brand of record of the Short Code.

6. Revisions to a Common Short Code Program

Leaseholders are able to make changes to an approved CSC application at any time. Simply revise the Short Code application to include the requested changes and submit to shortcodes@cwta.ca. In the instance wherein the leaseholder submits a revised application through a third party Aggregator, that Aggregator must review the application in question prior to submission, and be copied on the electronic submission. Likewise, should the third party Aggregator submit a revised application, the client must review the application prior to submission and be copied on the electronic submission.

Short Code applications are normally considered every Tuesday. In order to have your application considered, it must be submitted before 1:00 PM (Eastern) on Thursday of the preceding week.

The requested changes must be approved by the Short Code Council. Once approved, a revised Letter of Approval will be emailed to the leaseholder. Please note that some revisions, for example a change in price point or Aggregator, may require a new provisioning date which can take up to 30 to 45 days from the time the revised application is approved.

To update billing information please send an email to the CWTA billing department at: billing@cwta.ca.

7. Regular Common Short Code Compliance Testing

As administrator, the CWTA will perform ongoing compliance testing to ensure that all CSC programs adhere to the CSC Code of Conduct and other guidelines as outlined in this document. The results of these tests will be reported to the WSPs. All Content Providers, Application Service Providers and Aggregators must comply with any inquiry.

Upon receiving the compliance test results, it is the Aggregator's responsibility to ensure that all required modifications are made as soon as possible. Depending on the level of severity of the infraction, new and revised applications submitted by the respective Aggregator will not be reviewed by the Short Code Council until all required changes have been completed. Higher level severity issues will result in suspension of traffic on the Short Code in question until the issue is resolved. In the most severe cases, the lease will be revoked and the Short Code will be deactivated.

For more information please email sc_audit@cwta.ca.

IV. COMMON SHORT CODE PROGRAM REQUIREMENTS

All Mandatory Keywords (STOP, ARRET, HELP, AIDE, INFO) in this document that apply to SMS must also be supported by MMS programs.

1. Program Pricing, Promotion and Advertising

1.1 Consumer Pricing

The price of the content will be determined by the Content Provider subject to the ability of the WSPs to charge the requested price.

In addition to the individual WSP standard text messaging rates, the WSPs have programmed several additional premium price points to facilitate a more rapid launch of programs. Applicants should consider choosing from the following price points:

\$0.00, \$0.15, \$0.25, \$0.50, \$0.75, \$1.00, \$1.25,
\$1.50, \$1.75, \$2.00, \$3.00, \$4.00, \$5.00 and
\$10.00

While applicants are free to propose consumer facing prices that differ from these suggested price points, some WSPs may require additional lead-time to accommodate different price points. The applicant must inform the WSPs of the consumer pricing at the time the request is made.

1.2 Promotion and Advertising

When promoting a Short Code program, Content Providers should ensure that the advertising is clear and conspicuous regarding all terms and conditions associated with participating in the program. At all times, the holder of the Short Code must inform consumers of the cost of sending and/or receiving a text message to the Short Code. No program should be promoted as being free unless it can genuinely be acquired for free by any consumer.

At a minimum the following information must be disclosed in all forms of advertised calls-to-action (CTA):

- 1.2.1 For premium services, the billing period and applicable cost must be disclosed using a dollar sign "\$". For example: "\$2/msg" and "\$0.50/msg" are acceptable pricing disclosures; however "2/msg" is not acceptable. Additionally, the frequency of message delivery must be disclosed if it is an ongoing service.
- 1.2.2 If a service costs the consumer a standard rate message fee, then it is acceptable to disclose that standard rates apply using "Std rates may apply". Alternatively Content Providers who choose to utilize "Std msg & Data rates may apply" will be considered acceptable.
- 1.2.3 In cases where the consumer receives an MT containing a link to a site accessible on the consumer's mobile phone, messaging must additionally state that "Data rates may apply." Content Providers who choose to use "Std msg & data rates may apply" will be considered acceptable.
- 1.2.4 It should be noted that any MT message containing a subsequent CTA should fully disclose the incremental cost for further participation.

- 1.2.5 Content Providers/Aggregators are encouraged to use less text savvy language when disclosing the pricing terms, message frequency and opt-out information. This is applicable to all CTA disclosures, the abbreviated Terms and Conditions of participation in the service and the double opt-in message (for more information regarding the double opt-in/ PIN messages please refer to part IV, section 6.2).

When advertising online, at a minimum, the following information must also be disclosed:

- 1.2.6 If the signup process requires the consumer to visit multiple web pages, the cost for participating in the program must be clearly included on all pages throughout the signup process (from first contact page to last contact page including pages in between that are not requesting consumer registration information).
- 1.2.7 CTAs should not contain language or utilize tools (e.g. a countdown clock) that convey a sense of urgency about an offer or service.
- 1.2.8 The consumer's MIN cannot be pre-populated in data entry fields.
- 1.2.9 The Content Provider must own and control the MIN entry page for all premium subscription online registrations.
- 1.2.10 Summary terms and conditions must be completely visible (above the fold) and not automatically pre-checked where applicable.

The TVB (Television Bureau of Canada www.tvb.ca) Telecaster guidelines provide advertisers and agencies with an outline of standards and requirements which must be adhered to when producing commercials, infomercials and/or public service announcements for television. All Short Code applicants should refer to the appropriate Telecaster guidelines as a minimum when advertising their services on TV.

Participation TV is defined for the purposes of this document as the use of mobile interaction to allow viewers of a TV broadcast to engage in various ways with the broadcast content. These interactions can include having an impact (e.g. voting) or expressing an opinion (e.g. text to screen). Participation TV visual CTAs should use a minimum of 22 or 23 scan lines or font size of 12 in order to ensure the details are legible in the CTA and when used in conjunction with a verbal CTA be onscreen for 3 seconds for the first line of text and 1 second for each additional line. A minimum of 23 scan lines should be used when the CTA does not include a voiceover.

2. Mandatory Keywords

STOP, ARRET, HELP, AIDE and **INFO** are five (5) Mandatory Keywords that must be implemented on all CSC programs in order to give consumers a more consistent experience. Regardless of price point, intended audience, message frequency or commercial availability, all CSC programs must support these Mandatory Keywords to ensure a universal consumer experience. Please note that keywords shall not be case sensitive.

- 2.1 These Mandatory Keywords must be available in all programs without exception; whether the consumer is subscribed to the program or not;
- 2.2 These Mandatory Keywords must be written in CAPITAL LETTERS at all times in messaging and all advertising to emphasize their importance;
- 2.3 They must also be available in both English and French regardless of the intended audience. However, if a program is solely promoted in one language, it is acceptable that the messaging for all five Mandatory Keywords be in the language in which the program is promoted;

- 2.4 All Mandatory Keyword messages should be delivered free of charge where possible as they are administrative in nature;
- 2.5 In the event that a single Short Code is running services for multiple clients, it is the Content Provider's responsibility to provide details for the <INFO> keyword.

<HELP>: The following information must be included by the Content Provider in one (1) MT message:

- A URL where information can be retrieved in detail and/or other customer service contact information such as email or phone number;
- Cost and message frequency of the program;
- Opt-out information using <STOP>;
- Identity of the program sponsor by name or company name (a program sponsor is defined as the company promoting the service) and a short description of the program;
- The HELP message may also include a list of common keywords and a description on how to use the service.

<AIDE>: This keyword will return the same information as <HELP> but the one (1) MT response should be in French.

<INFO>: The following information must be included by the Content Provider in one (1) MT message:

- The Content Provider (or Aggregator's) company name and customer service contact information (email, URL and/or phone);
- Applicants may refer to the HELP/AIDE and STOP/ARRET keywords. Applicants can also include various opt-out methods (e.g. ALERTS STOP).

<STOP>: Whenever STOP is sent as a keyword in an MO message, the Content Provider must:

- Send one (1) MT message stating that the consumer will no longer receive messages in connection to the service and;
- Stop sending messages of any kind to that consumer until/unless the consumer sends another MO to initiate the service again.

The <STOP> keyword:

- Must always be available regardless of whether the program is commercially available or not. An error message is not to be sent back to the subscriber.
- Must apply to all programs including one-time use programs.
- Must opt-out the consumer immediately. Therefore please note that a response containing a "Stop Menu" of programs is not permitted. The subscriber must be unsubscribed to all programs once the keyword <STOP> is sent to the Short Code. The program can support other opt-out keywords such as <ALERTS STOP> or <SPORTS STOP> however the specific <STOP> function must be available to stop all contact in any manner. This is to avoid subscriber confusion around the use of the <STOP> command.

<ARRET>: This keyword will return the same information and have the same effect as <STOP> but the one (1) MT response should be in French.

3. Opt-In

Content Providers must obtain approval from consumers before sending commercial SMS and MMS messages. Consumers must maintain the ability to stop participating and receiving messages from a Short Code program when desired.

Consumers can initiate opt-in in response to a CTA by:

- 3.1 Sending a Mobile Originated (MO) message from their handset,
- 3.2 Signing up via a WAP interface,
- 3.3 Signing up online.

All web-based opt-ins require a handset verifier, regardless of price point and message frequency. The handset verifier allows the Content Provider to positively confirm that the authorized account holder of the handset is acknowledging the opt-in. This can be done by the consumer inputting online a PIN code sent via MT to the MIN or by the consumer replying to the MT message with a specific keyword. This PIN or keyword message must include the program pricing and terms. For instances where the PIN message is also used as a double opt-in message for premium subscription programs, the PIN message must include all the requirements stated in Section 6.2

4. Opt-Out

Consumers must maintain the ability to stop participating and receiving messages from a Short Code program when desired.

The consumer can stop participating in any program by texting the word **<STOP>**. When a subscriber opts-out of a program, no further charges should be submitted by that program for that subscriber.

5. Mandatory Dormant Code Message

It is understood that from time to time a Short Code might not be promoted for a short period of time as the program or campaign transitions into a new phase. Indeed there may be times when there is not an "active" program attached to the Short Code. During such periods, Aggregators are required to implement a customer service message that will be returned to the mobile phone in the event a consumer attempts to send a message to the Short Code. Ideally, this message will indicate the status of the program, such as that a campaign has recently concluded, or that the Short Code is not currently in use. Secondly, this message will provide customer service information such as a dedicated website or email address where consumers may contact a knowledgeable source. All dormant code messages should be delivered free of charge where possible as they are administrative in nature.

English txt example:

This program is over. Please check www.abcde.ca for more details. Thx 4 ur txt.

French txt example:

Programme terminé. Voir www.abcde.ca pour plus d'info. Merci.

Bilingual txt example:

This program is over. Programme terminé. Check/Voir www.abcde.ca for details/pour plus d'info. Thx/merci.

6. Subscription Programs

A subscription service is any program which begins with a voluntary opt-in process whereby standard rate or premium charges are incurred by the consumer for messages received from the subscription service over time. Content Providers must obtain approval from subscribers before sending commercial SMS and MMS messages.

- a) Free to consumer subscription programs require a single opt-in.
- b) Standard rate subscription programs require a single opt-in.
- c) Premium rate subscriptions require a double-opt in.

6.1 Mandatory Handset Verifier

All web-based opt-ins require a handset verifier, regardless of price point and message frequency. The handset verifier allows the Content Provider to positively confirm that the authorized subscriber is acknowledging the opt-in. This can be done by the consumer inputting online a PIN code sent via MT to their mobile phone number or by the consumer replying to an MT message with a specific keyword. This PIN or keyword message must include the program pricing and terms.

6.2 Mandatory Double Opt-In for Premium Subscriptions

The first time a consumer participates in any premium rate Common Short Code subscription service, they must be required to double opt-in to the service. This double opt-in must be in the form of an affirmative action by a new consumer to acknowledge the terms of the subscription service.

Regardless of the opt-in method from which the consumer subscribes, they must double opt-in to verify acceptance of the program conditions.

All opt-in messages should be free of charge, where possible, as they are administrative in nature. The double opt-in is applicable the first time a consumer subscribes to a specific service on a Short Code. Separate programs offered on the same Short Code require a separate double opt-in. The mandatory double opt-in is applicable regardless of the message frequency. Management of subscriber opt-in information is the responsibility of the Aggregator who is maintaining the direct connection to the WSP networks, regardless of any other parties involved.

During the course of subscribing to any subscription program, the following information must be noted in the double opt-in message:

- 6.2.1 Identifying that the service is a subscription.
- 6.2.2 Pricing terms, message frequency and billing interval.
- 6.2.3 Description of the program type (chat, vote, alert, etc.).
- 6.2.4 Contact details for the program sponsor including toll free number and/or website URL and/or email address at a minimum.
- 6.2.5 How to stop the service using the <STOP> command (at a minimum).

Acceptable responses for a double opt-in message include, but are not limited to: Yes, Y, Go, Okay, OK, K, O.K., Sure, Yep, Yeah.

If a web-based opt-in is used, the Content Provider must positively confirm that the authorized subscriber is acknowledging the opt-in. This can be done by the consumer inputting a PIN code online that is sent via MT to their mobile phone number, or by the consumer replying to an MT message with a keyword. This PIN or keyword message can act as the double opt-in; the MT containing the PIN must include all of the information above.

Regardless of the opt-in method from which the consumer subscribes, the MO keyword or PIN must be disclosed after the pricing terms in the double opt-in message (please refer to examples 1-3 below).

Example 1: Web based opt-in with PIN online entry

	Sample Text	Charge
CTA	Consumer is asked to enter the MIN online to subscribe to a premium alerts program. Consumer enters MIN, checks terms and conditions, and clicks 'subscribe' to opt-in to the program.	
Double Opt-in MT (PIN message)	Astro ABC subscription service \$1.00/msg, 2 msgs/week. Ur PIN is 1234, enter on abc.ca to confirm. To end txt STOP. Help 1-800-123-4567 (Consumer enters PIN on website)	Free
MT	Thx! U've now been subscribed to receive 2 msgs/week at \$1.00/msg. U will receive ur 1 st msg shortly. To cancel txt STOP	Free
MT	First delivery of premium subscription content	Premium

Example 2: Web based opt-in with MO response

	Sample Text	Charge
CTA	Consumer is asked to enter the MIN online to subscribe to a premium alerts program. Consumer enters MIN, checks terms and conditions, and clicks 'subscribe' to opt-in to the program.	
Double Opt-in MT (PIN message)	Astro ABC subscription service \$1.00/msg, 2 msgs/week. Reply with YES to confirm. To end txt STOP. Help 1-800-123-4567	Free
MO	YES	Non-Premium
MT	Thx! U've now been subscribed to receive 2 msgs/week at \$1.00/msg. U will receive ur 1 st msg shortly. To stop txt STOP	Free
MT	First delivery of premium subscription content	Premium

Example 3: MO Keyword opt-in

	Sample Text	Charge
CTA	Print, web, radio promotion of Short Code opt-in by MO keyword: “Text ASTRO to 23456, \$1.00 /msg, 2 alerts/week. Msg&Data Rates may apply”	
MO	ASTRO	Non-Premium
Double opt-in MT	Astro subscription service \$1.00/msg, 2 alerts/week. Reply YES to confirm. To end txt STOP. Help 1-800-123-4567	Free
MO	YES	Non-Premium
MT	Thx! U’r subscribed to receive 2 alerts/week at \$1.00/msg. U will receive ur 1 st alert shortly. To stop txt STOP	Free
MT	First delivery of premium subscription content	Premium

6.3 Mandatory Monthly Subscription Reminder Message

A monthly reminder message is a notice of continuation of the subscription service. This monthly reminder applies to both standard rate and premium rate subscription services.

The monthly subscription reminder message must contain:

- 6.3.1 The name of the service;
- 6.3.2 That the service is a subscription service;
- 6.3.3 Billing period and advice of charge of the program and;
- 6.3.4 Instructions on how to stop the service using the <STOP> keyword (at a minimum).

The subscription reminder must occur at least once on a monthly basis. These subscription reminders do not require an affirmative action by a subscriber to confirm renewal. All monthly subscription reminder messages should be delivered free of charge where possible as they are administrative in nature. This information may be supplied in other program-related messaging but should coincide with the subscription anniversary.

7. General Use Short Codes

Permission to use a Short Code for multiple program types and multiple campaigns may be provided subject to certain qualifications. The Short Code Council may permit the assignment of a General Use Short Code at a single price point, premium or standard rated, to a client who has previously operated multiple successful Short Code campaigns and where the requested program falls under one of the following two scenarios:

- 7.1. The Short Code is tied to a single brand offering different program types or,
- 7.2. The Short Code is tied to a single Aggregator/Content Provider who may choose to operate a single program type (for example, contests, or alerts, or voting, etc.) for several different brands. In this model, the Aggregator/Content Provider is responsible for customer service at all times, the consumer interaction may not differ from that which was originally approved, and finally, the WSP call centre scripts provided by the Aggregator/Content Provider must at all times remain valid.

Moreover, once the application requesting a General Use Code has been approved, neither the WSPs nor the Administrator require advance notification of the timing of when the code is to be used, assuming said usage is consistent with the type and timing of usage identified in the approved application form. Any material change in the operation of an approved General Use Short Code program requires the submission of a revised application form and the written approval of the CWTA Short Code Council.

Modifications that are not permitted without the Council's written approval include but are not limited to changes;

- 7.3. that add an alternate program type(s);
- 7.4. in the scope of the program;
- 7.5. that render a current WSP's customer care help script invalid.

The normal conditions of use, such as adherence to the industry CSC Code of Conduct, continue to apply. Additional conditions are detailed below:

- 7.6 Each code will be provisioned for only one (1) price point and all programs utilizing a specific code must have the same price point.
- 7.7 The Content Provider/Aggregator must provide a general consumer script for use in the WSP call centres that must include only one point of contact for customer support. The WSPs will use the one point of contact with their customers for all enquiries about any of the programs running on the General Use Code. In Scenario I listed above, the single brand is responsible for customer service. In Scenario II listed above, it is the program Aggregator's responsibility.
- 7.8 Connectivity with the WSPs as well as business terms (contract) must be arranged as per normal.
- 7.9 Unless specifically approved by the Short Code Council, no General Use Short Code is permitted to be used for:
 - 7.9.1 The ordering and/or delivery of Rich Content;
 - 7.9.2 Mobile billing in the form of m-Commerce;
 - 7.9.3 Programs with an explicit or implicit guarantee that a text message will be delivered;
 - 7.9.4 Programs involving charities (includes programs where full or partial donations are solicited);
 - 7.9.5 The promotion of any individual WSP without written authorization from the CWTA;
 - 7.9.6 Services involving alcohol, tobacco and gaming; and
 - 7.9.7 Adult oriented content.

Any violation of the guidelines governing General Use Codes will result in penalties that may include the placing of restrictions which remove the General Use program authorization or the immediate termination of the lease at the applicant's expense.

8. Demo Codes

Demo Short Code programs will not be provisioned in the production environment since there is an opportunity to lease General Use Codes, which could be used to demo applications in addition to running commercially live programs.

It is expected that General Use Codes activated, but only used for, demo purposes will respect all mandatory program requirements such as the Mandatory Keywords (STOP, ARRET, HELP, AIDE, INFO) and if applicable, monthly reminder messages.

9. Rich Content

For more information regarding the use of Short Codes as a means for consumers to purchase content downloadable to mobile phones such as ringtones, images, graphics or games; please refer to the Description of Canadian Rich Content Storefront Application Process found at www.txt.ca.

9.1. Complimentary Promotional Content:

Complimentary Promotional Content may be offered through a Short Code program. The Guidelines for Complimentary Promotional Content document provides information concerning the application process for these types of programs. To apply, the Complimentary Promotional Content Application Form must be used. These documents are available on www.txt.ca

10. Mobile Commerce

10.1 m-Payments:

The Common Short Code Application Guidelines may support the use of Short Codes solely as a means for an Application Service Provider to use the WSP to bill on behalf of the applicant for a sale of the applicant's service or content, where said service or content goes beyond information contained in a basic text message. A monthly spending cap per consumer per Short Code of \$20 must be implemented by the ASP. Exceptions to this spending cap may be granted by individual WSPs on a case-by-case basis. Lease terms for these programs are limited to a maximum of 6 months, and may be renewed pending Short Code Council approval.

10.2 m-Banking:

m-Banking allows financial institutions to offer the mobile services to their consumers such as:

- a) Alerts for account activity and transfers,
- b) Transaction verifications and notifications,
- c) Customer service information requests such as branch locations for example.

10.3 m-Offers:

m-Offers are vouchers or coupons that are typically sent to the consumer by the Content Provider/Aggregator. Presenting an m-Coupon at the point of sale (retailer for example) allows the consumer to receive the same benefits as another consumer who has a paper

coupon/voucher. These coupons or vouchers can be sent via SMS, as a WAP link or MMS (such as a barcode).

10.4 m-Ticketing:

m-Tickets allow consumers to obtain tickets from any location and at any time using mobile phones. m-Tickets are typically delivered to the consumer via SMS, as a WAP link or MMS (such as a barcode). Consumers are then able to use their tickets immediately by presenting their mobile phones at the venue.

11. Contests

Examples of mobile contests include but are not limited to: answering trivia/skill questions, ballot draw entries and reverse auctions.

The following information must be included in the Short Code application for all contesting programs:

- a) There must be a “No Purchase Necessary” method of participating in the contest.
- b) Full contest Rules and Regulation, which abide by all applicable local, provincial, territorial and federal laws, must be available upon request by any individual WSP prior to the program launching. The applicant must provide the contact information for the WSPs to use should they require access to the contest Rules and Regulations. Notwithstanding CWTA and WSP guidelines within this document, nothing contained herein confirms any legal compliance. Compliance with all applicable laws is the sole responsibility of the Content Provider.

Additional Chances to win:

During the course of a premium SMS contest, the Content Provider may wish to offer the consumer an additional chance to win. This aspect of the program must be stated in the CSC application when submitted and approved by the Short Code Council.

Once the consumer enters the contest, the confirmation MT they receive may include a CTA for an additional chance to win. This message must include the additional pricing terms and opt-out information. Prior to incurring any additional premium costs, the consumer must reply to this message indicating that they wish to play again.

Example 4: Additional chance to win for a premium contest programs:

	Sample Text	Charge
MO	Consumer’s entry in response to a CTA	Non-Premium
MT	Congratulations u’r entered in the draw! Want 1 more chance to win? \$2 per entry reply YES to play again! To end txt STOP	Premium
MO	YES	Non-Premium
MT	Additional chance to win in the form of a ballot or question	Premium

12. Chat Programs

There are two types of chat programs:

- 12.1 Peer to Peer – Where the interaction is between two individuals, neither of whom are a paid “chat professional.” Peer to Peer chat programs charged on a per message basis should be charged on the MO to limit the possibility of one consumer sending large amounts of unwanted messages to another consumer. Consumers should have the ability to ‘block’ unwanted contact from a specific consumer. This ‘block’ function should be reversible.
- 12.2 Operator Assisted – Interaction with an operator assisted chat must be limited to a 1:1 message ratio unless otherwise approved by the Short Code Council. The paid “chat professional” is expected to conform with their own industry best practices to ensure an ideal consumer experience.

Administrative messages associated with opting-in to the program and setting up profiles should not incur premium charges where possible. The call-to-action must disclose if premium charges are incurred in the registration process.

If any aspect of a chat program includes a subscription element, all subscription program guidelines must be observed. These include the double opt-in for premium subscriptions, and monthly reminder message for all subscription programs. Chat-specific subscription elements can include: A match or profile notification subscription service offered at a premium above and beyond the initial agreed terms, which must require an additional opt-in to be obtained from the subscriber for this service.

Each WSP may, on a case-by-case basis, request that a spend cap be implemented for a chat program. Chat Program Operators should contact their Aggregator for specific information related to each WSP.

All chat programs should include an age verification process to ensure the content of the chat is appropriate to the consumer’s age. The age verification process must require the consumer to actively confirm their age, either by providing their birth date, age or by replying in the affirmative that they are past a certain age.

13. Programs Requiring Special Consideration

The Common Short Code Application Guidelines do not typically support programs involving alcohol, tobacco, gaming or adult oriented content; nor do they typically support programs used for the promotion of any individual WSP. For further information on these types of programs, please email shortcodes@cwta.ca or call 613-233-4888 and ask to speak with a member of the Short Code Team.

Common Short Code Application Guidelines at this time do not support programs that require, explicitly or implicitly, a guarantee that a text message will be delivered. Two specific categories of these alerts are further explained below:

13.1 Campus Alerts:

CSC applications requesting to offer campus alerts by SMS to students may be approved by the Short Code Council on a case-by-case basis. Campus-wide alerts such as school closures due to weather, class cancellations, and exam schedule changes are the anticipated alert content. It is not anticipated that these alerts will be used for urgent, time

sensitive communications as a sole means of alerting consumers. For further information please contact the CWTA.

13.2 Health Alerts:

CSC applications requesting to offer SMS alert subscriptions whose message content pertains to health alerts or medication reminders may be considered by the Short Code Council on a case-by-case basis. Consumers must be aware that message delivery cannot be guaranteed. For further information please to contact the CWTA

14. Charitable Donation Programs

Application Service Providers wishing to run charitable donation programs should contact the Mobile Giving Foundation Canada (MGF-C) for more information about running these types of programs in Canada. The MGF allows registered charities the opportunity to have mobile phone consumers donate money to participating charities by texting a keyword to a Short Code. Please visit the Mobile Giving Foundation Canada web site at www.mobilegiving.ca for further details.

V. CSC Code of Conduct

The following items are to be complied with by, or are the obligations of, the Aggregator:

1. The Aggregator must ensure that consumers “opt-in” or volunteer to participate in a Program. Unsolicited text messages shall not be sent to consumers.
2. The Aggregator must provide an “opt-out” process. It is preferred that this process include the ability for a consumer to simply send the message “STOP” to the Short Code in order to opt-out of the program.
3. The Aggregator can only use an approved Short Code for each Program and may not alter the approved Program without obtaining permission from the Administrator.
4. The Aggregator, in conjunction with the Application Service Provider and Content Provider, will use commercially reasonable efforts to promote the Short Code program.
5. The Aggregator shall not assign or resell the Short Code.
6. The Aggregator must ensure that consumers are informed of the price of sending a text message to the Short Code, every time the Short Code is promoted to the public.
7. Customer support must be provided for the program. At a minimum, this must include a web based support page. It is preferred that the customer support process include the ability of a consumer to send the message “HELP” to the Short Code in order to obtain information about how to participate in the program. It is also preferred that consumers be able to send a message to “INFO” in order to obtain contact information for the Program.
8. All messages sent to a consumer must identify the Short Code from which the message was sent.
9. If a message sent to a consumer solicits the consumer to contact the Program by means other than text messaging (e.g. phone, web, etc.), the price of the means of contact must be stipulated in the text message.
10. For applications involving information services, such as news, stock, event or sports score updates, the date and time the information was produced must be included in text message.
11. Unless otherwise agreed to by the Administrator, the length of text messages sent to consumers must not exceed 136 characters.

12. The Aggregator must ensure that the Program is not misleading and, in the case where the Short Code is promoted as brand name or trade mark (for example CWTA instead of 2982), the Program Aggregator must guarantee that it has the right to use said brand name or trade mark.
13. For services or programs involving, but not limited to, alcohol, tobacco and adult oriented content, the Aggregator must verify that each consumer is of legal age in his/her Province or Territory of residence, prior to allowing the consumer to participate in the program or receive a text message from the Program. These programs should not be marketed to individuals under the legal age.

In the event that the Program Aggregator does not comply with this CSC Code of Conduct, the Administrator may revoke the Short Code.