



## CANADIAN COMMON SHORT CODES

November 3, 2020

### CSC CODE OF CONDUCT

The following items are to be complied with by, or are the obligations of, the leaseholder of record and/or 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. This process must 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 and/or email address and/or phone number. Should a phone number be the only available means of obtaining customer support, then it must be a toll-free number. The customer support process must 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 required 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.



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11. Unless otherwise agreed to by the Administrator, the length of text messages sent to consumers must not exceed two (2) SMS segments, for a maximum character limit of 320. As it relates specifically to the five (5) Mandatory Keywords, a 160-character limit remains in effect, as these messages are administrative in nature.
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.