



CANADIAN COMMON SHORT CODES

Canadian Telecommunication Association Pre-launch Testing Process for Common Short Codes

1. This process applies to all new Common Short Code programs that have been granted a provisioning date of October 28, 2013 or later.
2. The Canadian Telecommunications Association¹ (“the Association”) and the Short Code Council (SCC) implemented a Pre-launch Testing Process in order to strengthen the current Common Short Code monitoring efforts.
3. Aggregators are responsible for submitting the Pre-Launch Testing document to the Association no later than 10 business days prior to when a Common Short Code is ready for commercial launch. In some cases, the date for commercial launch may occur after the provisioning date stated in the Letter of Approval.
4. Content Providers must complete the Pre-launch Testing document, available at txt.ca, and provide to their Aggregator with enough time for the Aggregator to review the document for completeness and submit to the Association (shortcodes@canadatelecoms.ca) at least 10 business days prior to the commercial launch date. Content Providers should note that the document requires disclosure of all MO opt-in keywords and all calls-to-action (including, but not limited to websites, online registrations with a MIN entry box, print material, TV commercials, radio advertisements, etc.) that will be promoting the Short Code.
5. The Association will test the five mandatory keywords, opt-in keywords and websites/advertisements associated with the Common Short Code, as identified in the Pre-Launch Testing document. All of these elements must be in compliance with the applicable sections of the Canadian Common Short Code Application Guidelines.
6. The Association will notify the Aggregator of any compliance issues noted when testing the Common Short Code, and all non-compliances must be corrected prior to commercial launch.
7. Should the Short Code not be compliant prior to the commercial launch date, the Association will notify the SCC and the Aggregator will be advised to delay commercial launch. Content Providers are encouraged to submit the Pre-Launch Testing document well in advance of the deadline of 10 business days prior to commercial launch. This will ensure that there is sufficient time for the Association to complete testing and any corrections to the calls-to-action made so as not to delay commercial launch.
8. In the event that a Common Short Code has commercially launched but has not passed the Pre-launch Testing Process with the Association, the SCC may be notified and penalties against the Common Short Code/Content Provider may apply.

Last Updated: October 2, 2013

¹ The Canadian Telecommunications Association was formerly named the Canadian Wireless Telecommunications Association.