**Sender ID Registration Form**

I, <Authorized Signatory> as an authorized signatory of <Company Name> permit to perform all procedures required to register <Company Name’> brand name for outgoing SMS sender ID. I acknowledge that all SMS content will be sent via the Emirates Integrated Telecommunications Company PJSC (du) / Emirates Telecommunications Group Company PJSC ("Etisalat”) network.

We undertake to comply with all applicable laws detailed under the TRA UEC Policy (including, but not limited to, as they relate to fraud and SPAM) and indemnify Du and Etisalat UAE against any action, claim, fine or loss whatsoever incurred because of a breach of law or regulation.

By signing this registration form, we confirm that all SMS will only be sent to eligible customers who

have consented (in a form that is recorded and physically presentable) to receive SMS communication in accordance with the Brand Name Registration details, table outline below and applicable UAE Laws and regulatory requirements.

**Owner of Sender ID details as below:**

Name of the Company and Portal: **<Company Name>**

Type of business/industry: **<Business Type>**

Address: **<Address>**

Trade License/Ruler’s Decree Number:  **<>**

**Brand name Registration:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **#** | **Sender ID Type** | **Company**  **(Owner of Sender ID)** | **Sender ID** | **SMS Content**  **(Sample)** | **Purpose of Use** |
| 1 | Transactional | <company name> | <MyBrand> |  | <Notifications, OTP, Alerts> |
| 2 | Promotional | <company name> | <AD-MyBrand> |  | Marketing Communication |

\*Promotional sender Ids needs to have “AD-“ prefix.

We hereby authorize SignTaper Technologies FZCO to white list the above sender id/s with the operator. We request you to kindly do the needful.

Thanking you,

…………………………………………………

(Signature)

**<Name of authorized Signatory>** Company Stamp

**Date:**

I understand that I have read below mentioned TRA norms and all my SMS usage will be as per TRA norms.

Article 7 of Annex 1 TRA regulatory Policy

7.1. The licensees shall ensure that all requirements set out in the Unsolicited Electronic Communications Regulatory Policy and in this annex are reflected in the terms and conditions of their Existing Messaging Services contracts and New Messaging Services Contracts, as well as in any acceptable use policies.

7.2. Without prejudice to article 7.1 and 7.2 above, the Licensees shall include the following provisions in all Existing Messaging Services Contracts and New Messaging Services Contracts:

7.3.1. The messaging Services Customer shall not initiate, send or facilitate sending Mobile Spam;

7.3.2. Consent shall be sought from recipient’s accordance with the provisions of the Unsolicited Electronic Communications Regulatory Policy and this Annex before any marketing Electronic Communications are sent by the messaging Services Customer.

7.3.3. Effective Unsubscribe facilities shall be made available to Recipients in accordance with the provisions of the Unsolicited Electronic Communications Regulatory Policy and this Annex.

7.3.4. Mobile text containing marketing Electronic Communication shall not be send between the hours of 9:00 pm and 7:00 am.

7.3.5. The messaging Services Customer shall not send a request to a Recipient for Consent using Mobile Text Message or voice calls.

7.3.6. Marketing electronic communications using Mobile Text Messages shall not be sent to Recipients encouraging them directly or indirectly to call or send a short message or other electronic communication to a premium rate number.

7.3.7. All of the Licensee's Messaging Services Contracts shall provide the provisions of the Unsolicited Electronic Communications Regulatory Policy and this Annex (including the provisions of this Article) are incorporated by reference as terms into those contracts if the customer breaches any applicable provision of the unsolicited Electronic Communications Regulatory Policy or of this Annex (including the provisions of this Article). Those contracts will be providing that such branches may give rise to appropriate penalties or liquidated damages as appropriate, and contract suspension and termination.