**To,**

**The Manager**

**du**

**Etisalat**

**Dubai, United Arab Emirates**

 **Date: dd/mm/yyyy**

SUBJECT: NOC from (Client Name) for Sender-id white listing request

Dear Sir/Madam,

I, <Authorized Signatory> as an authorized signatory of <Company Name> permit to perform all procedures required to register <Sender ID Name> as 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 (including, but not limited to, as they relate to fraud and SPAM) and indemnify du/Etisalat against any action, claim, fine or loss whatsoever incurred as a result of a breach of law or regulation.

By signing this Registration Form, we confirm that all SMS will only be sent to eligible customers in accordance with the Brand Name Registration details, table outlined 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>

Position: <Designation>

**Brand name Registration:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| # | Company(Owner of Sender ID) | Sender IDName | Content Type (Transaction/Promotion) | SMS Content(Sample) | Purpose of Use |
| 1 | NAME OF THE COMPANY | 11 Characters ONLY | Promotional (or) (and)Transactional | Sample message | For official use, communication, notices, marketing, reminders etc. |

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.

Thank you for your cooperation.

For (Client Name as printed on Letter Head)

Authorized Signatory

(Name)

(Designation)

(Contact Information if not printed on Letter Head)