INTIS TELECOM'S ANTI-SPAM POLICY

1. Our definition of Spam

We consider any unsolicited commercial SMS, email or instant messaging as spam, even if it is a single message and not bulk sending. Please make sure you have the prior consent of your subscribers to receive a certain type of messages from you.

We do not allow our customers to use third parties' lists for text messaging, whether consent has been granted or not.

2. Anti-SPAM Filtering

Intis Telecom's messaging systems automatically scan all outgoing messages for trigger words and filter-out messages that appear to be spam or illegal messages.

Sometimes your messages may be filtered out by the spam filters of mobile operators, please contact us if this happens. We will try to get your messages white-listed in the operator's system or we may suggest using another text with no trigger words.

3. What messages are blocked?

Please be accurate with the text you use; the subscriber must want to receive the messages you send.

If any of the recipients complains to the mobile operator, or to any other legal authority about the messages you have sent, you must prove that you have the consent of the individual subscriber or you may receive a penalty.

Some industries have higher-than-normal levels of abuse complaints, which can in turn jeopardize the deliverability of all messages in our system. To maintain the highest delivery rates possible for all our customers, we require approval requests before businesses begin to offer these types of services, products, or content:

- alcohol or cigarettes products;
- pharmaceutical products;
- nutritional, herbal or vitamin supplements;
- escort or dating services;
- online trading or stock market-related services;
- gambling games;
- credit repair and debt restructuring services;
- mortgages and loans;
- adult items;
- political or religious information;
- products or services that concern people under age.

Notwithstanding, we block the following messages without any discussion:

- pornographic or sexually explicit messages;
- messages with obscene language or abuse;

• promotion of illegal goods or services;
• messages that violate any applicable laws;
• messages sent without the consent of recipients.

NB If we detect any spam messages sent from your account, we have a right to block it with no refund.

4. Anti-Spam Legislation

SMS and other mobile phone messaging legislation are different in each country. You must be aware of the acts, directives and other legal framework that regulate SMS and other mobile phone messaging in the country or countries you send messages in or to.

Kindly contact our legal team at legal@intistele.com for more information about text messaging regulations in your country.

Here are **4 tips for getting your messages approved** without any issues:

4.1. Consent

Make sure you have the client's permission to send him or her text messages. Gather and store records of such consent carefully. You may need them as proof in case of any complaints.

Such records can be:

1. electronic: e.g., a check box in a registration form on a web-site;
2. paper: e.g., in an application form with a date and signature;
3. audio: usually recorded while calling to a call-center.

NB All records of consent must clearly identify the person giving it. Kindly require your clients to provide you with their full name and at least their date of birth.

4.2. Personalization

People are more loyal to personal messages. Put the name of your customer at the beginning of the text to increase opening rates.

And it is easier to prove that messages are not Spam when you know your customer.

4.3. Sender ID

Your messages need to clearly indicate the person, company or organization that is sending the message.

It is less likely that a subscriber will forget that he/she has opted in for your sending (and complains about it as a result) if you provide the company details in the text of the message.

NB Only putting your company name as a sender ID is not enough.

Remember that mobile operators have their own policies in each country. Sometimes a sender ID can be replaced with a numeric long code, short code or with a generic alpha sender ID. We recommend checking your SMS campaign on your own handset before sending it out.

4.4.Opt-out

Providing clients with an option to stop receiving your communications is a good way to decrease complaints. They can do this by sending an SMS to a short or long code indicated in the received message or just by calling you or sending you an email. You can add phone numbers to a stop list so the recipients will never get messages from you.

Kindly note that an opt-out function is obligatory in the USA and some other countries. We recommend contacting our legal team for more information.