

International Sending Policy

1. Introduction

As part of an ongoing approach to protect consumers from fraudulent and malicious SMS, regulators around the world are introducing certain requirements on messages. In some regions, this includes a requirement to register Sender IDs.

The purpose of this International Sending Policy is to enable you to have a better understanding of those requirements when using our service and any facility we provide.

2. Regional requirements

Region	Requirement
Singapore	<p>From 30 January 2023, the Infocomm Media Development Authority (IMDA) is implementing the Full SMS Sender ID Registry Regime (SSIR) which requires organisations sending messages to register all Sender IDs with the SSIR, including alphanumeric sender IDs long codes and short codes.</p> <p>You must complete registration with the SSIR, including any pre-registration requirements as applicable, such as obtaining a unique entity number from the Accounting and Corporate Regulatory Authority.</p> <p>Once you have registered your Sender ID(s), contact us at support@clicksend.com or open a live chat on the ClickSend website, to obtain a Letter of Authorisation which you will need to complete on your company's letterhead and return to us.</p> <p>The IMDA will allow Participating Aggregators to create a common Sender ID "Likely-SCAM" to allow SMS with unregistered Sender IDs to be channelled into this thread from 30 January 2023. The IMDA expects this transitional period will be open for approximately 6 months, thereafter any messages with unregistered Sender IDs will be blocked.</p>

3. Compliance

Compliance with this Policy is a mandatory requirement under your Customer Contract for use of the Services, and you must ensure you read this Policy and understand how it affects you. We may change the Policy from time to time. Please keep up to date with any changes by looking at the Policy on a regular basis.

We cannot guarantee delivery of messages sent through our Service that do not comply with Regional Requirements in this Policy nor due to an Intervening Event under your Customer Contract.

If you fail to comply with this Policy, your access to the Services may be suspended or terminated or blocked.

4. Questions

If you have questions about this Policy, please contact our Support team on support@clicksend.com or via live chat on the ClickSend website.

As updated on 25 January 2023