

red₄oxygen

**US Shortcode Activation
&
Provisioning Form**

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1. Overview

This document presents an application form to request US short code services using the Red Oxygen SMS Gateway servers. The information you supply will be used to apply for the short code and for provisioning the required shortcode support with the US carriers/network operators. If the carriers/network operators require additional information we will contact you accordingly.

Red Oxygen currently only support standard rate SMS / text messaging through their US hosted shortcodes. Please talk with your Red Oxygen sales contact if you would like to support any premium rate services.

This completed application form should be scanned and emailed to your Red Oxygen contact person (or to sales@redoxygen.com).

Please fill out this form fully and with as much detail as possible. If you do not provide full and detailed information where requested this can result in rejection or delays in having the application approved by the various US carriers/network operators.

This application form must be accompanied by an executed short code agreement or delivery services agreement, together with either a Purchase Order or written acceptance of a quote.

NOTE:

US Short codes and the associated service provision are subject to the approval of the U.S. carriers; and this typically takes 8-12 weeks from the time of receipt of the completed application and payment from customer.

2. Carrier Shortcode SMS Policies

Red Oxygen, our partners, and the US carriers have certain requirements that must be met to participate in this US shortcode system – please ensure that you are able to comply with all of these requirements:-

- ➔ Carriers want to ensure the lowest SPAM complaint risk on all programs.
- ➔ No unsolicited messages should ever be sent to users.
- ➔ Users must opt-in to receive messages.
- ➔ All carriers require a double opt-in model for subscription programs and programs sending sensitive information.
- ➔ All short codes must support the keywords 'HELP' and 'STOP'. These keywords are not case-sensitive.
- ➔ Carriers require some method of support via a website, email address, and/or phone number.
- ➔ Website must include Terms & Conditions with opt-in and opt-out instructions, and support contact. Page must be accessible and complete by application submission.
- ➔ No adult, tobacco or alcohol-related content is allowed.

3. US Carriers Supported

The following US carriers are currently supported:-

- ➔ AT&T Mobility
- ➔ Sprint
- ➔ T-Mobile
- ➔ Verizon
- ➔ Alltel
- ➔ US Cellular
- ➔ NTelos
- ➔ Virgin Mobile
- ➔ Cincinnati Bell Wireless
- ➔ Nextel
- ➔ Boost Mobile

4. Company Details

Company Name:	
Company Address: Please provide full Mailing Address	
Phone Number:	
Contact Name:	
Mobile Number:	

5. About Your Application

<p>Application Summary: Briefly describe your service</p>	
<p>Support Web Address: Page must contain the terms and conditions and how to unsubscribe. Only need to be linked from the shortcode message. (SEE SAMPLE HELP PAGE IN SECTION 10 OF THE DOCUMENT.)</p>	
<p>Support Email Address:</p>	
<p>Support Toll-Free Number (Optional):</p>	

6. Marketing Details

<p>Marketing Summary:</p>	
<p>Marketing Channels: Where will you market the short code? For example, television, radio, Web, Email existing customers.</p>	
<p>Marketing Call to Action: How do users join the service? Join via web- site, or by texting the short code?</p>	

7. “HELP” and “STOP” Keyword Flow

The carriers require that all SMS short codes must support a means to opt out and a means to get help. Red Oxygen provide the STOP handling as part of our standard service and will respond as outlined below – additionally blocking any further messages being sent by your application to this mobile number. You will still receive the STOP message and can update your application database accordingly. Your application is required to handle the incoming Help keyword requests as outlined below (even if your application normally only sends users one message).

	Example	Your Application
<p>Stop Message: This is the last message a user receives when opting out of your service. The Red Oxygen system will respond with this message when one of these keywords is received: STOP, END, CANCEL, UNSUBSCRIBE, QUIT, and STOP ALL. <i>This keyword detection must be case insensitive.</i></p>	<p>End-User SMS: Stop</p> <p>Application SMS: You have been unsubscribed. You will receive no more messages.</p>	<p>End-User SMS: Stop</p> <p>Application SMS: You have been unsubscribed. You will receive no more messages.</p>
<p>Help Message: Application must respond to the keyword “help”. <i>This keyword detection must be case insensitive.</i></p>	<p>End-User SMS: Help</p> <p>Application SMS: <Company Name>. Msg&data rates may apply. Reply STOP to cancel. Go to <company website help URL> for more help.</p>	<p>End-User SMS: Help</p> <p>Application SMS:</p>

8. Sign-up Message Flows

The message opt-in flow is the single most important thing carriers pay attention to. Please make sure you clearly state how users opt-in. Carriers want to make sure that all users voluntarily choose to join and are told that they may be charged for the messages (“Msg & data rates may apply.”)

If your opt-in flow is part of a web application or mobile application, please provide screen shots of the flow.

	Example	Your Application
<p>Web Sign-up (if supported): The first message must include “Msg & data rates may apply. Reply HELP for help. Reply STOP to cancel.”</p>	<ol style="list-style-type: none"> 1. User logs into their account at <website>. 2. User opts-in to SMS notifications by entering their phone number and agreeing to Terms & Conditions. User is told they will be sent a verification code. 3. Application sends an SMS to user: <ul style="list-style-type: none"> SMS: Your verification code is 823473. Msg&data rates may apply. Reply HELP for help. Reply STOP to cancel. 4. User enters code on the website. 5. Application sends back a message to user: <ul style="list-style-type: none"> SMS: Thanks for joining. We will send no more than 5 messages per day. Msg & data rates may apply. Reply HELP for help. Reply STOP to cancel. 	<p>End-User SMS: Stop</p> <p>Application SMS: You have been unsubscribed. You will receive no more messages.</p>

<p>SMS sign-up (if supported): The first message must include "Msg & data rates may apply. Reply HELP for help. Reply STOP to cancel."</p>	<p>End-User SMS: Join</p> <p>Application SMS: Thanks for joining. We will send no more than 5 messages per day. Msg & data rates may apply. Reply HELP for help. Reply STOP to cancel.</p> <p>Name>. Msg&data rates may apply. Reply STOP to cancel. Go to <company website help URL> for more help.</p>	<p>End-User SMS: Help</p> <p>Application SMS:</p> <p>Msg & data rates may apply. Reply HELP for help. Reply STOP to cancel.</p>
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9. Additional Sample Message Flows

Type:	Message Flow:

10. Help Web Page URL Sample

<COMPANY NAME> - <SHORTCODE_NUMBER>

Terms of Service

1. Whether you opt-in via our website or by sending an SMS to us, we will send you an SMS message to confirm your signup.
2. You can cancel at any time. Just text "STOP" to <SHORTCODE_NUMBER>. After you send the SMS message "STOP" to us, we will send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us unless you resubscribe.
3. If you want to join again, just sign up as you did the first time and we will start sending SMS messages to you again.
4. If at any time you forget what keywords are supported, just text "HELP" to <SHORTCODE_NUMBER>. After you send the SMS message "HELP" to us, we will respond with instructions on how to use our service as well as how to unsubscribe.
5. Participating carriers: AT&T, CBW, nTelos, Sprint, Nextel, Boost, Virgin Mobile, Verizon Wireless, T-Mobile® and Alltel.
6. Standard message and data rates may apply for any messages we send from our short code to you and for messages you send to our short code. If you have any questions about your text plan or data plan, it is best to contact your wireless provider.
7. For all questions about the services provided by this short code, you can send an email to <HELP_EMAIL_ADDRESS> .
8. If you have any questions regarding privacy, please read our privacy policy.