Rules and Regulations - MENA

Version 2

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Version Control

Version number	Section	Author	Details
2	Rules and Regulations	Precise	Added South Africa to the list

INTRODUCTION

"The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency"

- Bill Gates

In order to avoid SPAMMING as well as to protect a user's privacy, Mobile operators do keep updating their policy in terms of how a communication can be done to the customers. Each country and operators have their own rules and regulations. At Essentially Precise, we strictly adhere to these rules and regulations and make necessary adjustment to our system.

This document will highlight the various rules and regulations of various countries and operators in MENA. This document will be handy for those who are using SMS as a platform to send Transactional or Marketing SMS.

All details mentioned in this document are based on the information our team has received from respective partners and is subject to change. Essentially Precise will not be accountable for any of the terms mentioned here or for any change in rules and regulations by the Operators or TRA. This document is for information purpose only.

29% of tweets are read.

12% of Facebook posts are read.

98% of text messages are read.

20% of emails are opened.

TWITTER   FACEBOOK   TEXT MESSAGE   EMAIL

CHARACTER LIMITS

Our system supports 1 to 13 length messages in one submission. Majority of the operators allows up to 13 messages (combined) in one go. As a best practice we recommend to limit the length of the message to the Basic to avoid any delivery issues.

Multi part messages are submitted as separate messages to the operator and then to the mobile phone, but with certain coding embedded so as to stitch them together. Due to this, you will not get multiples of the message count when sending multi part messages. Certain characters are used for stitching them together.

Normal Limits

English Message: **160** characters
(All characters in US/UK based keyboard)

Arabic/Non English message:
70 Characters
(Any characters other than English)

Basic Limits

English Message: **3** length
(**153** characters per message – total **459**)

Arabic/Non English message:
3 Length
(**67** characters per message – total **201**)

Advanced Limits

English Message: **13** length
(**153** characters per message – total **1989**)

Arabic/Non English message:
13 Length
(**67** characters per message – total **871**)

Sender Name Limit: 11 Characters
Allowed characters: A-Z, a-z, 0-9, Space and "-" (dash).
Not all operators support the "-" character

Note: Phones will only display the messages once it receives all the message parts

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Rules and Regulations

Bulk SMS	Streaming SMS	Sender Name	Unsubscribe
Timing - 8 AM to 9 PM only - All the days of the week **Unsubscribe Option** Within the message clear instruction on how the customer can opt out (Unsubscribe) from future messages. Preferably Toll free number. Examples:- - 2OptOut SMS 4687 - 2OptOut www.remve.me **Content** No religious, political or patriotic contents are allowed. **Healthcare** Requires MOH approval for sender name and prior to broadcasts.	**Timing** - 7 AM to 11 PM only - All the days of the week **Unsubscribe Option** No need for Unsubscribe (Opt out) option. If separate accounts are used for streaming, past Unsubscribed numbers will not be considered. **Content** Only alerts / notifications related messages are considered as Streaming SMS. No marketing or promotional messages allowed. **Healthcare** Does not require MOH approval for alerts/notifications	In order to send SMS with customized name, we need to get prior approvals from both the operators. **Documents required** 1. NOC letter addressed to Etisalat 2. NOC letter addressed to DU 3. Valid Trade License copy Only companies registered in UAE are allowed to get a customized sender name. NOC letters should be on the company letter head, signed and stamped by Authorized person. **Valid Sender Names** - Sender name has to be related to your company name - Number based sender name is not allowed - Individual's name is not allowed Days Required: 1 to 3 working days	As part of UAE TRA rule, all marketing SMS that is done through Etisalat or DU should contain the instruction on how to Unsubscribe from receiving future SMS. There can be fines if Unsubscribe (Opt Out) option is not mentioned within the message. Precise has automated this process on our SMS server where any requests that is received will be stored in a common area and no marketing SMS will be delivered to these numbers. In case you need dedicated Unsubscribe list, you can use a specific keyword (with prior approvals) and the list can be generated separately. Dedicated short codes can also be used for this purpose. Operators also provide their own Unsubscribe option. Delivery report for these numbers indicate as Undelivered. Lists will not be shared by the operators.

Rules and Regulations

Bulk SMS	Streaming SMS	Sender Name	Unsubscribe
Timing CITC in Saudi Arabia has requested all marketing SMS to be pushed during the below time period. - 8 AM to 10 PM only - Any day of the week **Unsubscribe (DND) Option** Unsubscribe option is done at Operators end known as DND (Do Not Disturb List). No need to mention anything within the message. **Content** No religious, political or patriotic contents are allowed. Avoid any promotional messages related to Valentines day, Non Muslim religious events, etc.	**Timing** There is no specific rules by KSA CITC for Streaming (Transactional / OTP) messages, but we recommend the below timings. - 7 AM to 12 PM only - All the days of the week **Unsubscribe (DND) Option** If Dedicated accounts and routes are used, operators will bypass DND list. **Content** Only alerts / notifications related messages are considered as Streaming SMS. No marketing or promotional messages allowed.	Sender name white listing is required prior to doing any Bulk or Streaming SMS. No requirement to submit NOC or Trade License copies. For promotional SMS, the sender name should contain the postfix " AD" or "-AD". Any SMS that is sent without this postfix will invite fines and termination of the sender name and account. For Streaming SMS, prior approvals are required to route through dedicated non DND channels. Days Required: 1 to 2 working days All SMS are routed through Direct Connection with the operators. No Wholesale routes are used as they are not reliable.	DND (Do Not Disturb) list is regulated by the CITC. Operators are implementing their own mechanism to the end customer to opt out of receiving marketing. Mobily and Zain are still rolling out this and is taking it case by case basis. Customers can call the Service Center and request to be added in the DND List. For STC customers, they can use mySTC app or call the service center. There is no fixed Delivery report pattern followed. DLR can be either Undelivered or Delivered. List will not be shared by the operators.

Rules and Regulations

Bulk SMS	Streaming SMS	Sender Name	Unsubscribe
Timing There is no specific rules set by Bahrain TRA, but we recommend the below timings. - 8 AM to 10 PM only - All the days of the week **Unsubscribe Option** No requirement for Opt Out option. Operators also do not have the Unsubscribe option. **Content** No religious, political or patriotic contents are allowed.	**Timing** There is no specific rules by Bahrain TRA, but we recommend the below timings. - 7 AM to 12 PM only - All the days of the week **Unsubscribe Option** No Unsubscribe list or filtering is applied for Bahrain. **Content** Only alerts / notifications related messages are considered as Streaming SMS. No marketing or promotional messages allowed.	Dynamic Alphanumeric sender names are allowed for Bahrain for Marketing SMS. For Streaming SMS, we need to first configure the account with the respective sender names. Hence prior whitelisting on Precise Server is required.	There is no rules and regulations for Unsubscribe (DND). If required as part of your company policy, you can use the Opt Out option with the portal www.remve.me Sample: 2OptOut visit www.remve.me

Rules and Regulations

Bulk SMS	Streaming SMS	Sender Name	Unsubscribe
Timing There is no specific rules set by Qatar TRA, but we recommend the below timings. - 8 AM to 9 PM only - All the days of the week **Unsubscribe Option** No requirement for Opt Out option. Operators also do not have the Unsubscribe option. **Content** No religious, political or patriotic contents are allowed.	**Timing** There is no specific rules by Qatar TRA, but we recommend the below timings. - 7 AM to 11 PM only - All the days of the week **Unsubscribe Option** No Unsubscribe list or filtering is applied for Qatar. **Content** Only alerts / notifications related messages are considered as Streaming SMS. No marketing or promotional messages allowed.	In order to send SMS with customized name, we need to get prior approvals from all the operators. **Documents required** 1. NOC letter 2. Valid Trade License copy NOC letters should be on the company letter head, signed and stamped by Authorized person. **Valid Sender Names** - Sender name has to be related to your company name - Number based sender name is not allowed - Individual's name is not allowed Days Required: 2 to 4 working days	Only Ooredoo has implemented DND (Do Not Disturb) option to its customers. Customers need to send the keyword "UNSUB" to 92600 short code or by calling their Call Center directly. Delivery report for these DND listed numbers will come as Undelivered. But no specific reason will be mentioned. For Vodafone there is no DND option yet.

ooredoo   vodafone Qatar   essentiallyprecise

Rules and Regulations

Bulk SMS	Streaming SMS	Sender Name	Unsubscribe
Timing - 8 AM to 11 PM only - All the days of the week Messages pushed before after the specified time will be blocked at the operator level and pushed during the next Window timing. **Unsubscribe Option** No need to mention within the message. Zain and Ooredoo implements their own DND list. **Content** No religious, political or patriotic contents are allowed. Note: Operators do not support direct DLR. DLR is generated from Precise Server using in house built in Logic.	**Timing** - 7 AM to 11 PM only - All the days of the week **Unsubscribe Option** No Unsubscribe list or filtering is applied for Kuwait for streaming SMS. **Content** Only alerts / notifications related messages are considered as Streaming SMS. No marketing or promotional messages allowed. Note: Operators do not support direct DLR. DLR is generated from Precise Server using in house built in Logic.	In order to send SMS with customized name, we need to get prior approvals from all the operators. **Documents required** 1. NOC letter addressed to Ooredoo (formerly Wataniya) 2. NOC letter addressed to Zain 3. Generic NOC letter NOC letters should be on the company letter head, signed and stamped by Authorized person. **Valid Sender Names** - Sender name has to be related to your company name - Number based sender name is not allowed - Individual's name is not allowed Days Required: 3 to 5 working days	Only Zain and Ooredoo has implemented DND (Do Not Disturb) option to its customers. OptIn/Out on Zain done by sending SMS text "Ad on" or "Ad of" to "99999". Ooredoo Opt In/Out can be done by calling Free of Charge Customer Service or by activating Block U service from their Ooredoo account. Since there are no direct DLR available in Kuwait, we do not get any feedback with respect to DND numbers. For Viva there is no DND option yet.

Rules and Regulations

Bulk SMS	Streaming SMS	Sender Name	Unsubscribe
Timing There is no specific rules set by Oman TRA, but we recommend the below timings. - 8 AM to 9 PM only - All the days of the week **Unsubscribe Option** No requirement for Opt Out option. Operators also do not have the Unsubscribe option. **Content** No religious, political or patriotic contents are allowed.	**Timing** There is no specific rules by Oman TRA, but we recommend the below timings. - 7 AM to 11 PM only - All the days of the week **Unsubscribe Option** No Unsubscribe list or filtering is applied for Oman. **Content** Only alerts / notifications related messages are considered as Streaming SMS. No marketing or promotional messages allowed.	In order to send SMS with customized name, we need to get prior approvals from all the operators. **Documents required** 1. NOC letter addressed to OmanTel 2. NOC letter addressed to Ooredoo 3. Generic NOC letter 4. Valid Trade License copy NOC letters should be on the company letter head, signed and stamped by Authorized person. **Valid Sender Names** - Sender name has to be related to your company name - Number based sender name is not allowed - Individual's name is not allowed Days Required: 3 to 4 working days	There is no rules and regulations for Unsubscribe (DND). If required as part of your company policy, you can use the Opt Out option with the portal www.remve.me Sample: 2OptOut visit www.remve.me

Rules and Regulations

Bulk SMS	Streaming SMS	Sender Name	Unsubscribe
Timing - 9 AM to 9 PM only - All the days of the week **Unsubscribe Option** No requirement for Opt Out option. Operators also do not have the Unsubscribe option. **Content** No religious, political or patriotic contents are allowed.	**Timing** There is no specific rules by Egypt TRA, but we recommend the below timings. - 7 AM to 11 PM only - All the days of the week **Unsubscribe Option** No Unsubscribe list or filtering is applied for Egypt. **Content** Only alerts / notifications related messages are considered as Streaming SMS. No marketing or promotional messages allowed.	In order to send SMS with customized name, we need to get prior approvals from all the operators. **Documents required** 1. NOC letter NOC letters should be on the company letter head, signed and stamped by Authorized person. **Valid Sender Names** - Sender name has to be related to your company name - Number based sender name is not allowed - Individual's name is not allowed Days Required: 1 to 2 working days	There is no rules and regulations for Unsubscribe (DND). If required as part of your company policy, you can use the Opt Out option with the portal www.remve.me Sample: 2OptOut visit www.remve.me

Rules and Regulations

Bulk SMS	Streaming SMS	Sender Name	Unsubscribe
Timing - 8 AM to 10 PM only - All days except Fridays and public holidays. - No SMS on Friday and Public holidays. **Unsubscribe Option** No requirement for Opt Out option. Operators implement their own DND list. **Content** No religious, political or patriotic contents are allowed.	**Timing** - 7 AM to 11 PM only - All the days of the week **Unsubscribe Option** No Unsubscribe list or filtering is applied for Jordan. **Content** Only alerts / notifications related messages are considered as Streaming SMS. No marketing or promotional messages allowed.	Dynamic sender name is allowed, except that for Marketing SMS sender name should be prefixed with "adv " before the sender name. That is, only 7 characters are allowed as Sender name. Example: adv Precise For streaming SMS, no sender name restrictions. If "adv " is not prefixed for marketing SMS and if it comes to Operator's notice the sender name can be blocked and company can be penalized.	For Marketing SMS operators do consider DND list. For streaming SMS no DND list is considered. DND is implemented by individual operators and can be done by calling the call center.

Rules and Regulations

Bulk SMS	Streaming SMS	Sender Name	Unsubscribe
Timing No specific timings from TRA Lebanon, but we recommend the below. - 8 AM to 10 PM only - All days of the week. **Unsubscribe Option** No requirement for Opt Out option. Operators also do not have the Unsubscribe option. **Content** No religious, political or patriotic contents are allowed.	**Timing** No specific timings from TRA Lebanon, but we recommend the below. - 7 AM to 11 PM only - All the days of the week **Unsubscribe Option** No Unsubscribe list or filtering is applied for Lebanon. **Content** Only alerts / notifications related messages are considered as Streaming SMS. No marketing or promotional messages allowed.	Dynamic sender names are allowed. No need for whitelisting.	There is no rules and regulations for Unsubscribe (DND). If required as part of your company policy, you can use the Opt Out option with the portal www.remve.me Sample: 2OptOut visit www.remve.me

Rules and Regulations

Bulk SMS	Streaming SMS	Sender Name	Unsubscribe
Timing No specific timings from TRA South Africa, but we recommend the below. - 8 AM to 10 PM only - All days of the week. **Unsubscribe Option** No requirement for Opt Out option. Operators also do not have the Unsubscribe option. **Content** No religious, political or patriotic contents are allowed.	**Timing** No specific timings from TRA South Africa, but we recommend the below. - 6 AM to 11 PM only - All the days of the week **Unsubscribe Option** No Unsubscribe list or filtering is applied for Lebanon. **Content** Only alerts / notifications related messages are considered as Streaming SMS. No marketing or promotional messages allowed.	No sender name (Alphanumeric) allowed. All sender names will be converted to Long numeric code by the operator. 2-way SMS option is available for South Africa through this Long code.	There is no rules and regulations for Unsubscribe (DND). If required as part of your company policy, you can use the Opt Out option with the portal www.remve.me Sample: 2OptOut visit www.remve.me

Delivery Reports

A delivery report (DLR) is the feedback that is obtained back from the operator after an SMS is submitted. Delivery reports will take anywhere between 1 minute to 24 hours depending on the status of the number and traffic at operators end. Some of the status and its definition will change based on the operator. Some of the operators provide detailed information and some only provide the status. From our server, we forward the DLR as it is received from the operator. If you have SMPP connection, then the DLR is pushed in the proper format for SMPP. If you have HTTP Call back configured, then the DLR is pushed by calling your web URL. Else the DLR is updated in your reports.

Certain operators do not provide any kind of DLR, except the reference number. In such cases we try to run our own logic (using HLR lookup, past history, recent broadcast to same number, etc) and provide as accurate DLR as possible. This we call is the system generated DLR.

SENT	This is the status that is updated at our end when an SMS is submitted to the operator. This means that the SMS was well received on our server and processed. This report is not returned back as DLR
Accepted	This is a response from certain operators stating that they have successfully accepted the message to forward to the mobile handset. Not all operators do provide this report.
DELIVERED	This status means that the message was successfully delivered to the handset and got confirmation back. Only in rare cases where the operator implements Do Not Disturb (DND or Unsubscribe) list, they return the status as Delivered even if the number is present in DND.

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Delivery Reports

ERROR
This status means that we were not able to submit the particular message to the operator successfully or there was an error from the operators side in sending the message. This could be due to connectivity issues.

Operators will also return this status if the mobile number is incorrect (Length, code, etc). For example in UAE if we try to send an SMS with the code 97140XXXXX, then this will be returned as Error.

UNDELIVERED
This status indicates that the particular message could not be delivered to the handset. The reason can vary from operator to operator. Various reasons for this are: Non existing number, Temporarily out of service, Disconnection due to non bill payment. Undelivered status is also returned by many of the operators who have DND features set and if the mobile number is in their DND list.

EXPIRED
Expired status means that the operator was not able to send the SMS to the recipient within the time frame specified. Timeframe varies from operator to operator and how we set during SMPP submission. This can be between 4 hours to 24 hours.

UNSUBSCRIBED
This status is for those numbers that have requested directly through our platform to be Unsubscribed from any marketing SMS. If a number is present in the list, then they are automatically removed from the final broadcast. This list does not reflect any of the DND numbers from the operators.

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Sender Name Registrations

Sender name is the name or number that appears when you receive a text message on your phone. This can be 11 character Alphanumeric, 4 or 5 digit short code, or Long number (GSM Number). Majority of the operators require the sender to pre register the required name prior to sending the SMS. Depending on the policy, registrations are done by sending an email, sending an NOC (No Objection Certificate) or an NOC with Trade License copy. Some operators do not need registration and allow dynamic sender name – you can send with any name required.

Registration of a sender name can take 1 to 5 working days once the documents are submitted. Once the registration is done, the same is configured to your account.
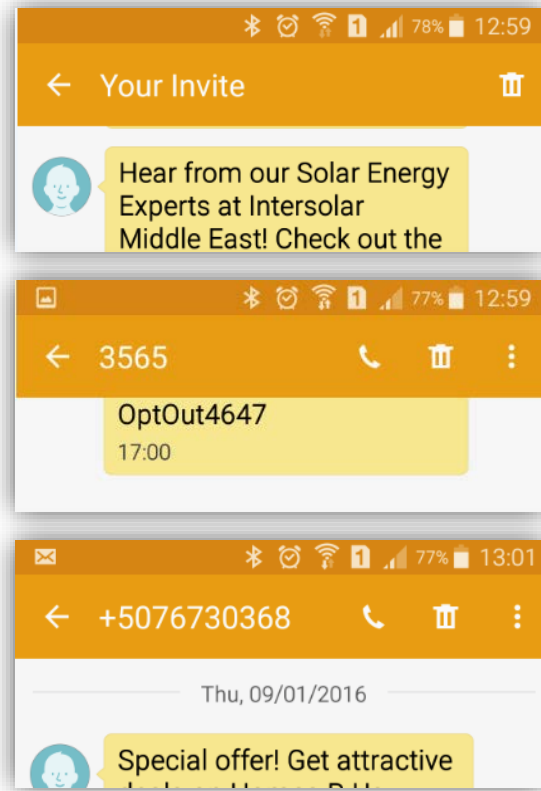
Format for NOC can be provided on request. These NOC needs to be on the company letter head for which the SMS needs to be done. NOC should be signed and stamped by the authorized person. In case you are an agency and cannot specify our name directly, you can get the NOC first to your company name and in turn issue an NOC from your company to us.

Note: Numeric sender names are not supported by majority of the operators, except short code if it is availed from them directly.

Sender Name Limit: 11 Characters
Allowed characters: A-Z, a-z, 0-9, Space and "-" (dash).
Not all operators support the "-" character

Operators Details

A quick list of various operators in the region are listed below. Please note that this is not the final list and we recommend you to check with us in case of any clarification.

Country	Operator Name
UAE	Etisalat / DU
KSA	STC / Zain / Mobily / Bravo / Virgin / Lebara
Bahrain	Batelco / Zain / Viva
Qatar	Ooredoo / Vodafone
Kuwait	Zain / Ooredoo / Viva
Oman	Oman Tel / Ooredoo

Country	Operator Name
Egypt	Orange / Vodafone / Etisalat
Jordan	Orange / Zain / Umniah
Lebanon	Touch / Alfa
Iran	Hamrah Aval / MTN Irancell / RighTel / Taliya
Iraq	Zain / Asia Cell / Korek / Omnnea / Itisaluna
Palestine	Jawwal / Wataniya

Operators Details - Prefix

Mobile number prefix for various countries are listed below. There can be change in the details depending on new operators or additional prefixes added by existing operators. We request

Country	Prefixes
UAE	97150, 97155, 97156, 97152, 97154
KSA	96650, 96653, 96655, 96658, 96659, 96654, 96656, 966570, 966571, 966572, 966576, 966577, 966578
Bahrain	97331, 973322, 973383, 973384, 973388, 97339, 97333, 973340, 973341, 973343, 973344, 973345, 97336, 973377
Qatar	97433, 97455, 97466, 97477
Kuwait	9665, 9666, 9669
Oman	9689

Country	Operator Name
Egypt	2010, 2011, 2012
Jordan	96277, 96278, 96279
Lebanon	96130-39, 96170, 96171, 96176, 96178, 96179
Iran	9891, 98990, 98931, 98932, 98934, 98901, 98902, 98903, 98930, 98933, 98935, 98936, 98937, 98939, 98920, 98921
Iraq	96473, 96474, 96475, 96476, 96477, 96478, 96479
Palestine	Country Code – 970 or 972 with the below prefix 592, 595, 597, 598, 599, 562, 568, 569

THANK YOU