

## 11 Subscription Service Reminder Messages

**11.1** As is specified in the WASPA Code Of Conduct ([www.waspa.org.za](http://www.waspa.org.za)), a monthly reminder SMS must be sent to all subscription service customers. The reminder must contain

the following information only:

(a) The name of the subscription service.

(b) The name of the service provider supplying the content or service to the subscriber

(c) The inclusive cost of the subscription service and the frequency of the charges;

(d) Explicit instructions on how the subscriber may stop their subscription to a service using an SMS MO.

(e) The service provider's telephone number. If VAS rates are applicable, this must be indicated next to that telephone number.

(f) The information in (a) - (e) above must be presented in the reminder message in the order of first (a), then (b), then (c), then (d), then last (e), inclusively.

(g) No other characters other than those prescribed in this section may be inserted before the information contained in (a) and after (e).

**12.2** The information specified in **12.1** must, without exception, take the following design and have the following content, capitalisation, and spacing and must be provided exclusively in **ENGLISH** only:

You'r<space>subscribed<space>to<space><SERVICE NAME><space><inclusive cost of service & the frequency of billing><space>from<name of content provider><period>To<space>stop<space>service,sms<space>STOP<space><insert service name><space> to<space><insert number><space><open bracket><cost of MO><close bracket><period>Help?Call <space>0xy1234567<open bracket>VAS<close bracket>

- where <period> indicates the full stop character, "."
- where <open bracket> indicates the "(" character
- where <close bracket> indicates the ")" character
- where the word "VAS" is inserted only if required by the type of helpline number being utilised

6.2 The reminder message may not take the form, or be designed in such a way that a reasonable reader may construe the message to be an advertisement for the service or any other service.

6.3 **Example 1:**

eg You'r subscribed to TONES XXX (R30/5days+R1/tone) from WSPABCXYZ.To stop service,SMS STOP TONES to 31xxx (R1).Help?Call 08x1234567(VAS)

**Example 2:**

"You'r subscribed to the ACME service. Cost is R5/week. To stop subscription, SMS STOP to 31xxx (R1). Help? Call 082 123 4567 (VAS Rates)"

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