

# Change in Password Policy – SaaS Customers

Dear Customer,

Greetings from SMS-Magic!

We are writing to inform you about the change in our password policy that will enhance the security of your account and improve your overall experience with SMS-Magic.

**What's Changing:** To further protect your account and personal information, we are implementing an improved password policy. This change is in response to the evolving cybersecurity landscape and our commitment to safeguarding your data.

Follow the below steps to reset your password.

## **Password Reset Process:**

### **1. For Customers on login page**

- Visit the login page



- Select the Sign in with Email option



- Click on the Forgot Password link



- Enter your registered email address to receive the password reset link
- Follow the steps mentioned in the email to reset your password
- Create New Password: Choose a strong, unique password following the provided guidelines



- Confirmation: Your password will be successfully reset, and you can then log in with your new credentials.

### **2. For logged-in Customers**

Logged-in customers can reset the password by accessing the profile settings page.

**Why the Change:** This change is part of our ongoing efforts to ensure the highest level of security for your account. By implementing this new process, we are enhancing the protection of your personal information and ensuring that only authorized individuals can reset passwords.

If you have any questions or encounter any issues during this process, our dedicated customer support team is here to assist you. You can reach us at [Customer Support Email] or [Customer Support Phone Number].

We appreciate your understanding and cooperation as we work to enhance the security of your account.

Thank you for being a valued customer!

Best regards,

SMS-Magic Team

---

## [Being Messaging Compliant with Australia's Data Privacy Laws](#)

Over the past few years, although SMS messaging has been among the most used effective marketing tools, businesses have been in trouble for violating the laws.

At times, while implementing the SMS strategies, companies may get carried away and it can be unclear about where exactly to draw the line between spam and effective marketing.

Spam, meaning unsolicited or unwanted messages, is definitely to be taken care of by the companies. For instance, product promotional messages or marketing and service messages, if sent without the customer's consent, will get spammed.

Just like in any other country, Australia too, has its own messaging system and your messages can be spammed and your business may be slapped with millions of dollars if the laws are not followed. It is important to be messaging compliant with Australia's new data privacy laws.

### **What does the current legislation look like?**

The Spam Act 2003, enforced by the Australian Communications and Media Authority (ACMA), defines the spam regulations in Australia. Not to mention, it is also the individual business's responsibility to assure that their messaging behavior is compliant with the Spam Act. To be specific, the Act covers all types of commercial electronic mail such as email, IM, MMS, and importantly SMS.

In essence, the spam act laws may ask the organizations to:

- Give an option to customers to unsubscribe
- Obtain required consent from recipients

- Provide clear identification while sending the messages

## **What you need to do to be messaging compliant with Australia's Data Privacy Laws?**

- **Get the Consent from Recipients** – At times, the recipients may give you an express consent, otherwise the consent can also be implicit. When the recipients sign-up to receive messages, it means they have given an express consent. Implicit consent always rely on the existing relationship of the business with its customers. These can be customers who have already purchased products from your organization and you want to send them more marketing information.
- **Provide Identification** – It is a must that the messages contain clear identification of the organization or individuals who are authorised to send the messages. To provide your identification, you can include a Sender ID along with the name of your company. Another way to provide your identification is to send a message that begins with your business name..
- **Unsubscribe option** – all the promotional or marketing messages must have an option to 'unsubscribe', allowing the recipient to opt out from receiving any messages in the future.
- **Avoid collecting unnecessary information** – It is always important to collect only the required information from your customers, else your messages will be spammed. Unless any information is reasonably necessary, it is pointless to collect it.
- **Review data storage** – If it is required to disclose personal information overseas, the business must take required steps to make sure that the overseas recipient follows the Australian Privacy Principles.

## **SMS-Magic is Messaging Compliant with Australia Data Privacy Laws**

SMS-Magic stores all customers data in Australia by putting up servers located in Australia and your business data stored locally with SMS-Magic, which is important if you are an Australian based business

SMS-Magic Messaging Solution enables you to get compliant with the SPAM Act and get you healthy marketing and promotional texting done seamlessly while avoiding pricey violations.

If the laws are not followed, the Act provides many enforcements. The ACMA has the right to determine appropriate action that needs to be taken as per the case. ACMA presents formal warnings to indicate the concerns related to the breach or alleged incidents and allow the individuals or businesses to take necessary compliance actions to avoid future contraventions.

There are certain exemptions if the messages sent are not related to marketing. Generally, informational messages are exempted. Non-government bodies, charities, religious organizations, educational institutions, and government bodies in Australia are certainly exempt from this Act only if the message content is related to the services and goods offered by the organization.

If you want to start using the SMS-Magic messaging solution in the Australian region, reach out to our Sales team at [sales@sms-magic.com](mailto:sales@sms-magic.com).

---

## Important Announcement: Messages without Brand Name will be Invalid-31st October 2020

Dear Customer,

Greetings from SMS-Magic!

Trust you and your loved ones are staying safe and in good health.

We value your association with SMS-Magic and thank you for using our product.

We would like to bring to your notice that from 31st October 2020, your Brand Name has to be specified in every message body else it will be considered as invalid.

Below are examples for your understanding in mentioning 'Brand Name(s)':

	<b>Scenario 1:</b> Entities notably called with abbreviations	<b>Scenario 2:</b> Entities whose abbreviations represent 2 different names, must use complete entity name at the footer.	<b>Scenario 3:</b> Entities whose registered name is different from their registered trademark name, can use their trademark name.	<b>Scenario 4:</b> Entities having multiple brands operated under its registered name, should use their complete brand name.
<b>Entity name</b>	<b>Entity Name:</b> "STATE BANK OF INDIA"	<b>Entity name with same abbreviations:</b> National Payments Corporation of India (NPCI); NUCLEAR POWER CORPORATION OF INDIA LTD (NPCI)	<b>Entity name:</b> Bundl Technologies Private Ltd (Swiggy) or Atria Convergence Technologies Ltd (ACT Fibernet)	<b>Entity Name:</b> ADITYA BIRLA FASHION AND RETAIL LIMITED

## Template examples

**Template eg:** OTP for online purchase of Rs. {#var#} at {#var#} thru State Bank Debit Card {#var#} is {#var#}. Do not share this with anyone – **SBI or State Bank of India**

**Template eg.1:** Amt. of {#var#} for {#var#} ({#var#}) will be credited to ur A/C of {#var#} – **National Payments Corporation of India**  
**Template eg.2:** Amt. of {#var#} for {#var#} ({#var#}) has been generated with the due date of {#var#} – **Nuclear Power Corporation of India**

## Template

**eg.1:** Dear Customer, ₹{#var#} has been deducted from your Swiggy Money (Powered by ICICI Bank) balance at {#var#}. Updated Swiggy Money balance is ₹{#var#} – **Swiggy**  
**eg.2:** Dear Customer, Thank you for choosing ACT. Our engineer will visit in the next {#var#} hours to confirm feasibility at your location. – **ACT Fibernet**

**Template eg.1:** Congratulations!  
\n Your shopping has unlocked a gift voucher of Rs.1000 redeemable on Pantaloons.com on Rs.2499 spend. Valid till 15th Dec. TC. Use Code: {#var#} – **Pantaloons**  
**Template eg.2:** As we turn 2 in India, visit the American Eagle store and get a {#var#} OFF on our ENTIRE COLLECTION, exclusively for you! Limited period offer. \*T&C apply. Stay safe and keep shopping with us! Learn more – **American Eagle**  
**Template eg.3:** Congratulations!  
\n Your shopping has unlocked a gift voucher of Rs.{#var#} redeemable at {#var#} on Rs.{#var#} spend. Valid till {#var#}. TC. Use Code: {#var#} – **Louis Philippe**

## What You Need To Do?

We thank you for your time and effort in registering your organization on various operator DLT platforms to enable compliance with TCCPR Regulations during DLT Phase-1. To adhere to the new regulations, we request you to do the following:

- We request you to collate all your templates/message content and upload them under different categories i.e. Transactional, Service Implicit, Service Explicit, and Promotional. For Service explicit and Promotional Messages, a consent template also needs to be approved and uploaded.
- Similar to the Sender ID upload process, you need to upload these templates with any 1 operator DLT portal and once the templates get approved it will get synced across the rest of the DLT Platforms.
- Below are the user manual and video links which you can refer to during registration:

Airtel: <https://dltconnect.airtel.in/manuals/>

BSNL: <https://www.ucc-bsnl.co.in/manuals/>

Once the templates are approved, you need to share the message template details in tabulated format as quickly as possible to SMS-Magic support: [care@sms-magic.com](mailto:care@sms-magic.com)

Template Name(as registered in DLT)	Template ID(URN)	Transactional(Yes/No)	DLT Message Type	Msg Type(Text/Unicode Text/Flash/Unicode Flash)	Business category	Mask	Template Content
-------------------------------------	------------------	-----------------------	------------------	---	-------------------	------	------------------

To refer to the TCCCPR 18 Telecom Commercial Communications Customer Preference Regulation 2018, please click [here](#) to download.

We urge you to kindly complete the above activity on priority so that there is no impact on your messaging transactions.

We solicit your kind cooperation and understanding.

In case of any queries, feel free to write to/call our Customer Support Team at:

Email ID: [care@screen-magic.com](mailto:care@screen-magic.com)

Phone: US: 1-888-568-1315 | UK: 0-808-189-1305 | AUS: 1-800-823-175

---

## [DLT : Content template updating and Scrubbing](#)

Dear Valued Customers,

Greetings from SMS-Magic!

Thank you for complying with the TCCCPR 2018 Regulations so far.

As a follow up to our earlier email highlighting the DLT Updates, we would like to inform you now PE's (Entity)/TMs (Telemarketers) are now required to upload all their content templates to any operator DLT portal. The regulatory process of scrubbing the Entity ID, Sender IDs, and Template would be enabled with all Operators effective 7th January, 2021.

As per DLT platform scrubbing requirements, operators will accept and deliver messages only if they receive Principal Entity ID and Template IDs in every message submission. These activities would be carried out by all the operators and hence urge you to provide the below details **at your earliest** to make necessary changes at our end.

Template Details (for every template registered on DLT portal) :

- Template Name
- Template Id (URN)
- Transactional (yes/no)
- DLT Message Type
- Message Type
- Business category
- Mask
- Template content

SenderId/Header :

- HeaderID
- Header

Additionally, you can also download the registered Template & Sender IDs from the DLT platform and share the file with us.

Below are the steps to get the Sender IDs and Template Registration details. (We have given the example of the Vodafone portal; this option is available with every vendor.)

1. Login to the DLT portal
2. Click on Header, you can see the download option on the right-hand side. Please see the below screenshot for reference.



3. Click on Download and you can get the sender id details in CSV format
4. Click on the Templates Option, you can see the download option on the right-hand side. Please see the below screenshot for reference.



5. Click on Download and templates details will be available in CSV format.

Please ensure you send details to the support team ([care@screen-magic.com](mailto:care@screen-magic.com)) before 7th January, 2021 to ensure a smooth transition and avoid failure of messages.

Please contact your respective Account Manager or write to **care@screen-magic.com** for any further help.

We solicit your kind cooperation and understanding.

---

**[Template Registration on DLT Platform,](#)**

# Deadline – 25th Sept 2020

Dear Customer,

Greetings from SMS-Magic!

We value your association with SMS-Magic and thank you for using our product.

We would like to bring to your notice that from 25th September, 2020, the operators will only allow SMS delivery from DLT Registered Templates.

## **What's Happening?**

With the continuing change in the messaging space, we are working hard towards keeping you informed about important industry updates.

We thank you for your time and effort in registering your organization on the operator's DLT Platforms to enable compliance with TCCCPR Regulations.

This is to inform you that the operators will only allow SMS delivery from DLT Registered Templates from 25th September, 2020. Hence we request you to initiate the process of registering your templates on DLT platforms with respective telecom operators to avoid any service disruption.

## **What You Need To Do?**

From 25th September, 2020, your SMS delivery will fail if the templates are not registered on DLT platforms. The following will be applicable from 25th September, 2020:

- Traffic initiated from unregistered headers (Sender IDs) will be rejected
- All promotional traffic will be scrubbed against DND preferences
- Traffic submitted without PE ID and Template ID will be rejected

We urge you to kindly complete the above activity so that there is no impact on your SMS delivery. Here are links for DLT platforms.

- Vodafone-Idea :- <https://www.vilpower.in/>
- Videocon :- <https://smartping.live/entity/login>
- Airtel :- <https://dltconnect.airtel.in/>
- Jio :- <https://trueconnect.jio.com/>

In case of any queries, feel free to write to/call our Customer Support Team at:

**Email ID:** [care@sms-magic.com](mailto:care@sms-magic.com)

**Phone:** US: 1-888-568-1315 | UK: 0-808-189-1305 | AUS: 1-800-823-175

---

# [DLT Phase 2 Notification for Content Templates Registration](#)

Dear Customer,

Greetings from SMS-Magic!

As we are aware, TRAI has notified a completely new framework to manage commercial communications and is aimed at curbing the problem of Unsolicited Commercial Communication (UCC) or spam calls and messages vide its Regulation.

In the Phase-1 of DLT implementation which went live on 1st June 2020, Entity Registration and Header Registration was mandatory. Now in Phase-2, **entities have to start registering their Content and Consent Templates on the DLT Portal** on which they have got their entities registered.

Please ensure that all the below mentioned mandatory activities have also been completed by you as per the registration process under TCCCPR 2018:

- Enterprise Registration
- Headers for all categories of commercial communication viz; promotional, transactional, service etc.
- Content Templates for each of the registered headers

Please find below the Operator User Manual, which covers below mentioned points:

- Adding Telemarketer on the DLT Portal
- Header Registration
- Template creation

[Videocon User Manual](#)

[Airtel User Manual](#)

We urge you to kindly complete all the above-mentioned activities so that there is no impact in submitting the traffic. Please find below URLs to operators DLT Panel:

1. Airtel :- <https://dltconnect.airtel.in/>
2. Videocon :- <https://smartping.live/entity/login>

In case there is any concern, please reach out to your respective account managers or write to us at [care@screen-magic.com](mailto:care@screen-magic.com).

Once the templates have been registered, you can reach out to us and we can ensure that everything is set up correctly.

---

# [New Feature Release – Converse Desk and Contacts Manager on SMS-Magic Portal](#)

## **Converse Desk**

Converse Desk provides an intuitive, easy-to-use Inbox style user interface; making it simple for you to start one-on-one messaging with little or no training. The Converse Desk features intelligence that guides users to effectively manage and respond to any number of messaging conversations.



Key Converse Desk Features Include:

1. Multi-channel Support – Reach out to customers on the channel of their preference. Send text and media messages on both SMS and WhatsApp.
2. User-Friendly Inbox – The new and improved Inbox provides an intuitive interface to access messages, track conversations and quickly respond to messages.
3. Initiate Conversations with your saved Contacts – No more memorizing customer phone numbers! You can select a saved contact by name, and compose and send a message.
4. New Chat Window for Interactive Conversations – Converse with your customers in a familiar way; using the new chat window that mimics texting on your phone.
5. Team Inboxes – Admin can monitor their teams' conversations.
6. Assign Customer Conversations to Team Members – Admin users can easily assign conversations to any team member.

With this release, we will migrate you to the latest Converse Desk feature from the Conversations feature for one-on-one messaging. Your existing conversations will be migrated to Converse Desk.

The last active user who sent a message in a conversation will become the conversation Owner on Converse Desk. Based on the user privacy settings for your SMS-Magic account, your conversations will be accessible via your Inbox or your Team's Inbox.

To get the latest Converse Desk features, you must upgrade to the version 25.0.

## **Contacts Manager**

With the new Contacts Manager, you can manage conversations with your saved

contacts via Converse Desk and group your contacts to send targeted messages via Campaigns.



Key Contacts Manager Features Include:

1. Manage Customer Contacts – Save your customers' contact details and refer them whenever required.
2. Upload Contacts in Bulk – Do you have a large list of customer details on Excel? You can upload all those contacts with a single upload.
3. Customer Segmentation Using Contact Groups – Create Contact Groups and use those groups to segment your audience in bulk messaging.

---

## [New Feature Release – Converse Desk in Zoho CRM](#)

Converse Desk provides an intuitive, easy-to-use Inbox style user interface; making it simple for you to start one-on-one messaging with little or no training. Connect with your Leads, Contacts, and phone numbers in your custom modules without having to leave the Zoho CRM. The Converse Desk features intelligence that guides users to effectively manage and respond to any number of messaging conversations.



Key Converse Desk Features Include:

1. Converse Desk in Zoho CRM – One-click access to launch conversation with customers from standard and custom modules within the Zoho environment.
2. Multi-channel Support – Reach out to customers on the channel of their preference. Send text and media messages on both SMS and WhatsApp.
3. User-Friendly Inbox – The new and improved Inbox provides an intuitive interface to access messages, track conversations and quickly respond to messages.
4. Initiate Conversations with Your Zoho CRM Records – You no longer need to go to SMS-Magic Web Portal to send one-on-one messages. Now, you can send messages to Zoho CRM Leads, Contacts, and phone numbers in your custom modules directly from Zoho CRM.
5. New Chat Window for Interactive Conversations – Converse with your customers in a familiar way; using the new chat window that mimics texting on your phone.
6. Team Inboxes – Admin can monitor their teams' conversations.
7. Assign Customer Conversations to Team Members – Admin users can easily assign conversations to any team member.

With this release, you will be migrated to the latest Converse Desk feature

from the Conversations feature for one-on-one messaging. Your existing conversations will be migrated to Converse Desk.

The last active user who sent a message in a conversation will become the conversation owner on Converse Desk. Based on the user privacy settings for your SMS-Magic account, your conversations will be accessible via your Inbox or your Team's Inbox.

To get the latest Converse Desk features, you must upgrade to the SMS-Magic Interact version 25.0 on Zoho CRM.

---

## **Industry Announcement: Surcharge on Domestic A2P SMS Traffic from Telecom Operators in India**

Dear Customer,

Greetings from SMS-Magic!

We value your association with SMS-Magic and thank you for using our product.

We would like to bring to your notice that all Telecom operators in India will be commercially going live from 1st September 2020 and an additional DLT charge of INR 0.025 per SMS will be applicable.

### **WHAT'S HAPPENING?**

With the continuing change in the messaging space, we are working hard towards keeping you informed about important industry updates.

All Telecom operators in India are now commercially going live from Sept 1, 2020, and have released a formal communication that all Domestic A2P SMS traffic will be subject to an additional DLT scrubbing charge of INR 0.025 per SMS submitted to the operator DLT platform from 1st Sept 2020.

This additional per SMS charge will be applicable to all our Postpaid and Prepaid Customers from 1st August 2020. (For all Postpaid Customers, the invoice that will be raised in September 2020, for August 2020 usage, will carry the additional charge of INR 0.025 per SMS, for all SMS submitted to the DLT platform).

### **WHAT YOU NEED TO DO?**

Post 1st September 2020, SMS-Magic will be adjusting the credits at the end of every month as per the volume of SMS consumption. Accordingly, we will be

sending you the bill.

There will be no disruption to your services at this time. Bandwidth will be passed through this fee at the same rate we are charged from Tuesday, September 1st, and will appear as a unique line item on your invoice.

In case of any queries, feel free to write to/call our Customer Support Team at:

**Email ID:** [care@sms-magic.com](mailto:care@sms-magic.com)

**Phone:** US: 1-888-568-1315 | UK: 0-808-189-1305 | AUS: 1-800-823-175

---

## **Industry Announcement: Verizon Outbound Toll-Free SMS Surcharge**

Dear Customer,

Greetings from SMS-Magic!

We value your association with SMS-Magic and thank you for using our product.

We would like to bring to your notice that Verizon will be charging an extra Outbound Toll-Free SMS surcharge of \$0.0025 from 1st September 2020.

### **WHAT'S HAPPENING?**

With the continuing change in the messaging space, we are working hard towards keeping you informed about important industry updates. Verizon Wireless has announced that from 1st September 2020 Tuesday, all Outbound Toll-Free SMS messages sent to their network will be charged an extra surcharge of \$0.0025.

### **WHAT YOU NEED TO DO?**

Post 1st September 2020, SMS-Magic will be adjusting the credits at the end of every month as per the volume of SMS consumption. Accordingly, we will be sending you the bill.

There will be no disruption to your services at this time. Bandwidth will be passed through this fee at the same rate we are charged from Tuesday, September 1st, and will appear as a unique line item on your invoice.

In case of any queries, feel free to write to/call our Customer Support Team at:

**Email ID:** [care@sms-magic.com](mailto:care@sms-magic.com)

**Phone:** US: 1-888-568-1315 | UK: 0-808-189-1305 | AUS: 1-800-823-175