

# How SMS Messaging Works

Your guide to messaging concepts and terminology, critical messaging decisions, and diverse global carrier requirements.

## TABLE OF CONTENTS

Introduction	1
SMS for Business: Key Concepts	3
Messaging Regulations Across Countries	7
Australia	7
US and Canada	8
Unique Messaging Challenges	9
United Kingdom	10
Germany	12
India	12
Summary	14
Appendix: SMS-Magic Global Numbers	15

## Introduction

1	Text messaging opens up a powerful new channel for businesses to connect effectively with their customers. The high open rates, volume of responses and quick replies deepen your engagement with customers. Not to mention that texting conversations are a much more natural form of communication than email.
3	We all understand messaging based on our personal experiences with friends and family. Business messaging takes these fundamentals of texting to a whole new level of sophistication. This guide shares insights and information you need to understand as you leverage the power of text messaging for your business.
7	
8	
9	
10	
12	
12	
14	

## Understanding Business Text Messaging Basics

Texting is comprised of two basic types of messages:

**Short Messaging Service (SMS)** uses the ease of simple text messaging to enhance your communications by providing continuous character-based conversations between your business and your audience.

**Multimedia Messaging Services (MMS)** enhances SMS with the ability to include a variety of media to bring your message content to life. Business text messaging includes both SMS and MMS.

Business text messaging is different from personal text messaging for some key reasons.

- **Compliance.** Business messaging must meet the compliance standards for the geographies and carriers where you do business. Violating these standards can result in heavy fines and/or blocked communications.
- **Volume of Messaging.** Business messaging must support high volumes of messaging conversations between your business and your diverse audience members. That means your messaging users need a way to effectively manage all those conversations within their desktop environments, as well as in a mobile application.
- **Conversations.** Business messaging conversations are similar to the interactions you have on your phone. The difference is that sales and support reps can be



conversing with 10X more individuals using business text messaging than they can with telephone or email communications.

- **Automated Campaigns.** Business text messaging includes automated messaging for nurture campaigns, surveys, scheduling and alerting to manage complex processes. For this, you need powerful workflows and event managers to monitor the flows and trigger messages when an appropriate behavior or scheduled date and time occurs.
- **Security and Encryption.** Business text messaging must support message encryption and security both in transit and in databases. High availability and data protection are also critical for any business messaging infrastructure.

There are many differences between business and personal text messaging. To learn more, you can refer to:

- [10 Ways Business Text Messaging is More Powerful Than Personal Text Messaging](#) an infographic that highlights the ways business text messaging gives your business a competitive edge.
- [Our best practices guides](#), which feature use cases for business text messaging in marketing, sales and service across a variety of industries.



## TABLE OF CONTENTS

Introduction	1
SMS for Business: Key Concepts	3
Messaging Regulations Across Countries	7
Australia	7
US and Canada	8
Unique Messaging Challenges	9
United Kingdom	10
Germany	12
India	12
Summary	14
Appendix: SMS-Magic Global Numbers	15

# SMS for Business: Key Concepts

Think of your messaging application as being similar to your email app on your laptop or desktop, only you're send a message to individual audience members, or a list of members, instead of emails. Messages can be sent from your Salesforce or other CRM environment, as well as standalone messaging apps on your laptop or mobile.

Your audience receives your messages on their smartphone or smart device.

Figure 1 depicts how your customers receive messages sent from our Converse Inbox within the Salesforce application.

Business Sends Customer Message  
in Converse Inbox

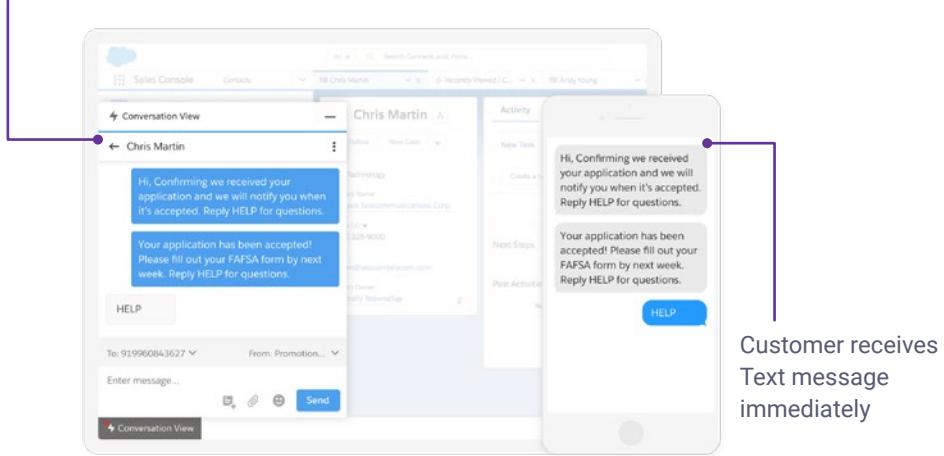


Figure 1: Business Text Messaging

Aside from its more powerful capabilities, business text messaging introduces an array of new terms and concepts.

The following is an overview of key concepts, definitions and examples.

## Sender ID

A Sender ID (or the FROM address) is the name or number that identifies the sender of an SMS message.

When a business sends a message, the recipient may see any one of the following FROM address formats, indicating who sent the message:

- An international number, such as +123456780,
- A local number,
- A short code (a short 4-8 digit number that varies by country),
- A long code (up to 10-digit number),
- An alphanumeric originator such as ABC Company.

## Long Code/Short Code

Long and short codes are types of Sender IDs that have different uses in business text messaging.



**Long codes**, or numbers, are telephone numbers which can be up to 10 digits in length but are usually the length of a standard telephone number for the local geography. Long codes are lower cost than short codes and are normally used for interactive conversations. (P2P messaging), for example, between a sales rep and your prospect.

**Short codes** are shorter in length at 4-8 digits. They are registered with the local carrier for use in sending high volume A2P messages such as automated campaigns, surveys, announcements and more to large lists. Short codes support message velocity of up to 40-60 messages/second. Carriers often block long codes if volumes of messages are detected. Short codes are not blocked and are used primarily in the US. Short codes are also available in the U.K but are not commonly used since long codes serve most UK messaging needs. Also, UK short codes do not have Spam filters or velocity restrictions.

**Toll-Free Numbers.** In the US, toll-free long codes are available to support text messaging and voice calls. Toll-free numbers are designed for A2P SMS messaging traffic with velocities of 3 messages per second and volumes of a few thousand texts per day.

**Pre-registered Sender ID.** Carriers in some countries require that businesses pre-register their Sender IDs before they can start sending messages. Carriers will block all messages sent from or to these Sender IDs if they are not pre-registered. This is to assure that carriers can approve the traffic being sent by or to the business.

**Alphanumeric Sender ID.** Businesses may use the company name or their brand name as the Sender ID when sending one-way (outbound) messages. These are comprised of 11 characters including letters, numbers and special characters. The accepted character types included in Alphanumeric Sender IDs are:

- Upper- and lower-case ASCII letters,
- Digits 0-9,
- Dashes (for example, A-Z, a-z, 0-9.)

All countries do not support Alphanumeric Sender IDs. Before opting for this type of Sender ID please check the message regulations of your carrier and country.

## Sender ID Restrictions

Sender ID restrictions vary for every country. The restrictions imposed by a few countries are listed below.

**UK, Australia, Europe.** You can configure the company name as the Sender ID. Please note that a Sender ID can be up to 11 alphanumeric characters without any special characters.

**US and Canada.** The Sender ID is not configurable. You need

to procure a Dedicated Incoming Number (DIN) or use a provider's incoming numbers to send messages. You can configure this incoming number as the Sender ID, so that all messages you send will show this number as your Sender ID (for example, a standard US number of +1 214 758 7469.)

**India.** A Sender ID is a configurable 6-digit alphanumeric. This Sender ID is replaced on the case of promotional campaigns (See India section in this document.)

The ability to use the same Sender ID for all messages varies, based on compliance and regulations of the country where the messages are being sent. For example, a global UK virtual number can be used in sending your messages across the globe.

Global UK virtual numbers refers to UK long codes which can send and receive messages from any country. Only the UK and US offer such long codes. UK and US carriers don't publish the Virtual Mobile Numbers, aka long codes, on their registers for international carriers.

## Message Content and Credits

The text sent within an SMS text is known as the message content.

Carriers only allow messages of up to 160 characters per message. Any messages longer than that are broken into multiple messages of 160 characters or less. Recipients receive these messages on their phones, but not necessarily in the correct order of content as it was sent. We always recommend that our customers keep messages at 152 characters to avoid recipient confusion when multiple messages arrive in the wrong order.

Messages are charged by the carriers at a per message rate called a message credit, with one credit equaling one 160-character message.

## MMS

MMS refers to Multimedia Messaging Service. MMS supports sending and receiving media files of up to certain size limits, which vary from country to country.

MMS consumes 2 credits per message. MMS messages cannot be broken down into multiple messages.

Size and file type restrictions for MMS messages varies by individual provider. You'll need to check with your carrier to clarify any restrictions on media sizes and formats.



## 2-way Messaging/Reply Path

When a message originated by a business or customer receives a reply from the other party, a 2-Way SMS messaging conversation begins.

- Conversations can occur over long codes, short codes or virtual long numbers (also known as Premier numbers).
- Only numerical Sender IDs can have 2-way conversations. That's why long codes are required for interactive communications, for example, between a support rep and your customer.
- Replies cannot be sent to alphanumeric Sender IDs since there is no phone number or address provided to receive the reply.

## Unicode Characters

Unicode characters are required to support multiple languages. The Unicode international standard defines a unique number for every character for all languages and scripts around the world. This includes all punctuation marks, technical and mathematical symbols, arrowheads and every other non-Latin alphabet character used in Thai, Chinese and Arabic scripts.

Unicode characters are read by a computer as a unique code/number that applies across languages. This standard avoids data corruption when messages flow through different computers configured for different languages and encodings.

When your business sends an English message, it takes up 160 characters of space. Unicode messages take up more space than English messages and are charged a different number of message credits by carriers.

- 160 characters for English messages = 1 SMS credit
- 70 characters for Unicode messages = 1 SMS Credit

English messages are sent using the Global System for Mobiles (GSM), an underlying network technology for cell phone transmissions. GSM networks support English characters including the following ASCII set:

- a-z
- A-Z
- 0-9
- ~!@#\$%^&\*()\_-+=][?<>,:/\{\}

Any other character is a Unicode character. A message with even a single Unicode character is charged as a Unicode message. Some examples of Unicode characters are £, €, √, °, Ω, and %.

## Concatenated SMS/Long SMS

A concatenated SMS is used to bypass the limit on the number of characters that can be sent in a single SMS text message.

With this method, the sending device divides the longer message into smaller ones that are recombined at the receiving end as a single text message. Each smaller message is billed separately.

A concatenated GSM/English SMS supports a message character count of 153 characters, with the remaining 7 characters used as a suffix/prefix to re-combine the longer SMS message correctly on the recipient device.

Carrier charges for concatenated GSM/English messages are calculated as follows:

- 1 standard SMS message = up to 160 characters
- 2 concatenated SMS messages = up to 306 characters
- 3 concatenated SMS messages = up to 459 characters
- 4 concatenated SMS messages = up to 612 characters
- 5 concatenated SMS messages = up to 765 characters

For Unicode messages, individual messages are comprised of 67 characters, with the remaining 3 characters used as a suffix/prefix to re-combine the longer messages correctly on the recipient device. Carrier charges for concatenated Unicode messages are calculated as follows:

- 1 standard SMS message = up to 70 characters
- 2 concatenated SMS messages = up to 134 characters
- 3 concatenated SMS messages = up to 201 characters
- 4 concatenated SMS messages = up to 268 characters
- 5 concatenated SMS messages = up to 335 characters

Networks that do not support concatenated SMS, such as CDMA networks, deliver each smaller message as individual SMS text messages.

## Delivery Reporting (DLR)

Delivery reporting confirms SMS message delivery to the recipient for each message.

## Call Forwarding

Calls on a virtual long code can be forwarded to a personal number if properly configured. To support call forwarding functionality, the long code needs to be both SMS & voice enabled.

## SMS Provider

An intermediary between a mobile service provider (providing the SMS service) and the mobile phone operator(s).



## Unsolicited SMS

All messages that are sent without prior consent from the user or the account holder are referred to as unsolicited SMSs. These would also include those messages that are sent by the user after he/she has opted out of a messaging campaign or source.

It's obvious that business text messaging is more complex and sophisticated than personal messaging. Understanding the above concepts is a first step.

As you can see, there are a variety of decisions you'll need to make. The first one is how to know which type of phone number(s) to procure for your interactive and/or automated messaging needs. The next section reviews key decision criteria and offers examples of different types of numbers in action.

## How to Select a Long or Short Code

Selecting the ideal type of number(s) for your business messaging is a critical aspect of your messaging strategy. The choice of short or long codes depends on a number of messaging variables unique to your business.

### Volume of Text Messages

Countries have different regulations for how short and long codes are used. A good rule of thumb is that short codes should be used for any type of text messaging campaigns, including lead nurtures, surveys, new job alerts, product updates, promotions and other high-volume messaging use cases. Long codes are appropriate for interactive sales and service conversations, as well as low volume campaigns (under 100 messages, generally.)

### Inbound to Outbound Text Ratio

- Carrier regulations require that the ratio of inbound to outbound text traffic should be more than 1:3 when using toll free numbers. For long codes, carriers expect traffic to be interactive in nature. There is no velocity or volume restriction in place for short codes.
- There are no restrictions on SMS volumes in Europe & Africa.
- Only outbound texting is supported in most of the Middle Eastern countries and it is mandatory to register the Sender IDs.
- In India, Sender ID and every transactional message needs to be registered. Promotional messages cannot

be sent to DND registered numbers, and promotional SMSs can only be sent between 9 AM-9PM.

### Use Case Examples

Here are a few examples of how different types of numbers can be used:

- **Customer notifications.** A service company could use a long code to inform a customer that their service technician is en route.
- **Client updates.** A mortgage company could text client updates on mortgage products or regulations each month using a short code. Brokers could then use personal long codes for interactive conversations.
- **Marketing campaigns.** Use short codes to send coupons, product alerts, and other nurture information. If your company is US-based, it's mandatory to have a short code for all marketing texts.
- **Emergency alerts.** Short codes are often used for alert notifications, including hurricane warnings or campus updates, for reliable delivery.

The table below shares the factors considered in the US for selecting the ideal number to send business messages.

ROUTES	SHORT CODE	8XX PLUS	STANDARD NUM
#FORMAT	XXXXX OR XXXXXX	1-8XX-YYY-ZZZZ	1-XXX-YYY-ZZZZZ
Use cases	Marketing Messages	Transactional Messages	P2P Messages
Subject to delivery interruption via anti spam filters on carrier networks	Lowest	Low	Medium
Message throughput limit per number	Up to 40/sec	Up to 20/sec	1 message every 4 seconds
Intended Outbound to Inbound message target ratio	None	None	1:1
Program/ Use Case approval timeframe	Carrier Certification 6-10 weeks	Approval Same Day	Approval Same Day
Requires out-put mechanism	Mandatory	Not required if user initiates conversation	Not required if user initiates conversation



Now that we've covered the basic concepts of business text messaging, let's focus on another area that impacts how your business uses global messaging; the differences in legal and carrier regulations in various geographies.

## TABLE OF CONTENTS

Introduction	1
SMS for Business: Key Concepts	3
<b>Messaging Regulations Across Countries</b>	<b>7</b>
Australia	7
US and Canada	8
Unique Messaging Challenges	9
United Kingdom	10
Germany	12
India	12
Summary	14
Appendix: SMS-Magic Global Numbers	15

## Messaging Regulations Across Countries

- There are a variety of messaging service providers around the globe, from larger telecommunication organizations to focused industry vendors. Text messages are sent seamlessly through these global interconnected networks. Yet the differences in carrier and legal regulations between countries can result in poor messaging performance.
- Just as countries require specific regulatory compliance around consent for phone, email and text messaging, carriers require compliance to their rules as well. Each carrier and country has different sets of features, restrictions and best practices you need to understand to optimize your business text messaging results and ROI.
- Following are highlights of carrier and regulatory requirements for a few select countries. Contact us for details on the 57 direct carrier connections and 190 countries we serve.

## Australia

Business messaging is on the rise in Australia as leading telecommunication networks are partnering with online platforms to provide database support and help businesses generate customized API solutions. Some of the carriers in Australia and the relevant regulatory requirements are provided below.

Dial Code	Major Telcos
+61	Telstra, Optus, Vodafone
<b>Use-Cases Supported</b>	
1 to 1 Communication, 2-Factor Authentication, Alerts, Business Communication, Confirmation, Marketing and Promotion, Notification, Reminders and others.	
<b>Regulatory Body</b>	
Australian Communications and Media Authority (ACMA) Link: <a href="http://www.acma.gov.au">www.acma.gov.au</a>	

## SPAM Content

The Australian SPAM Act 2003 notes the following as related to commercial SMS messages. These messages must:

- Only be sent with the consent of the recipient (the account holder)
- Include clear sender information
- Contain an unsubscribe function



Failure to comply may lead to penal actions by ACMA, including formal warnings, fines and mandated account suspension.

<https://www.legislation.gov.au/Details/C2014C00214>

## Sending SMS messages to landline numbers

SMS messages cannot be sent to landline destination number. The SMS will appear in the logs as a rejected message, and appropriate credit(s) will be deducted from your account.

## Best Practices for Australia

SMS messages cannot be sent to landline destination number. The SMS will appear in the logs as a rejected message, and appropriate credit(s) will be deducted from your account.

Australia is one of the more straightforward countries when it comes to messaging regulations. By following simple best practices for messaging, you can stay compliant and be assured that carriers will deliver your messages. A few key best practices include:

- Get opt-in consent from each end user before sending any communication to them, particularly for marketing or other promotional communications.
- Do not over text. Spamming with text is no better than spamming with email. We recommend a maximum of 1 text/week for marketing, and 2/month is a better cadence.
- Be sure you message content falls within the SMS specifications, meaning less than 160 characters for each message. We recommend message character counts of 152 characters to assure message delivery.
- Only communicate during an end user's daytime hours unless it is urgent. SMS campaigns should support HELP/STOP messages, and similar messages, in the end user's local language.
- Do not contact end users on do-not-call or do-not-disturb registries.

## USA and Canada

The United States and Canada have similar carrier and regulatory requirements. The US is governed by the Telephone Consumer Protection Act (TCPA), which is enforced by the FCC. In Canada, the Canadian Anti-Spam Legislation (CASL) regulates phone, mail and messaging. Both are focused heavily on controlling and curbing spam.

### Dial Code

+1

### Major Telcos

AT&T, Verizon, T-Mobile, Sprint

### Text messaging regulations

TCPA and CASL are regulations. The USA and Canada both have similar SMS regulations & require a high-quality connection to ensure smooth delivery of SMS messages.

All SMS messages sent to a US number must send from either a U.S. pre-approved long or short code that is associated with your account.

## Long Codes/Numbers

US long codes are 10-digit numbers starting with the area code. They are largely used for conversational purposes, e.g., interactive messaging for reps and marketing users. The requirements for long codes in the US include:

- **Support Numeric Sender ID.** US long codes/numbers need to be a Sender ID in an international number format, e.g., 1.757.922.1355. Without this format the SMS message will be blocked by the carrier.
- **Long/concatenated SMS and Unicode messages** are allowed by the US, but sometimes small carriers (MVNO's) do not support concatenated messages. Be sure to check with your carrier if you plan to use concatenation.
- **Message Velocity.** In the US & Canada, carrier regulations provide for a maximum of 1 SMS per 2 second per long code. If SMS messages are sent more quickly, message(s) will be blocked. We recommend you purchase a short code for high volume campaigns due to regulatory requirements and the quality of delivery.
- **Message Volumes.** A maximum of roughly 500 messages per day per long code/ number can be sent. If this is exceeded, the long code/number will be blocked and will no longer be available for use. Carriers also expect traffic on long codes/numbers to be bi-directional, so numbers must demonstrate a 3:1



outgoing to incoming ratio or they will be blocked for future use as well.

- **Message Content.** Repetitive keyword & URLs in the message body will also be blocked by the carriers if messages are sent using long codes.

## Short Codes

A US short code is a 5-6-digit number that has been registered with your carrier(s) for marketing-type uses, such as nurture campaigns or progressive profiling. We recommend you send large campaign traffic over short codes for optimal delivery results.

Short codes are fully featured and there is no daily restriction on the number of messages or volume of messages that can be sent.

- **Dedicated Short Codes** are assigned at random from the CSCA (Common Short Code Administration); You don't get a choice of the number. These are used to send volume messages (marketing messages) based on the business requirement.
- **Vanity Short Codes** are selected by you and subject to availability. Often, businesses select Vanity Codes to support their brand standards.

## Toll Free SMS Numbers

Toll-Free numbers (for example, 811-XXX-XXXX, 800-XXX-XXXX) are used to send conversational (P2P) as well as automated (A2P) messages. They can also be used to send URL links (other than shortened URLs, which we do not recommend.)

Toll free numbers are fully featured and you can send up to 10,000 messages/day using these numbers. Large volume messaging traffic can be sent via Toll Free numbers.

## Messages to Landline Numbers

Landline Numbers need to be registered with the carrier to receive text messages. Messages sent to numbers that are not registered to receive texts will not be delivered.

## Unique Messaging Challenges in the US

There are several unique aspects for business text messaging in the U.S. These include, but are not limited to:

### Slamming

Slamming occurs with text-enabled landline numbers and results in message delivery failures. It is a rare occurrence with most carriers, but it does happen.

When your landline carrier over-writes your SMS routing configuration on the registry, slamming occurs. In such cases all text messages from the landline number are likely to fail for a period of time.

There are multiple causes for slamming, including:

- Approval to change received from unintended authorities. For example, a new telecom IT associate accidentally agrees to a carrier that is not acceptable,
- A number is accidentally changed or mis-entered in the registry,
- A carrier updates their service and numbers, or routing, are accidentally over-written.

In each situation, your business can experience undelivered messages and be unable to send messages until the issue is resolved.

### Spamming

Spamming occurs when a high volume or velocity of messages containing promotional, illegal or prohibited content is sent from a single long number.

Businesses sending a large number of messages (say over 100) using the same long code are prone to carrier spamming blocks. Bulk messages containing similar content are also blocked by carrier spam filters.

SMS-Magic helps solves this challenge by using merge fields with the first and last name to make each message is unique.

We also offer throttling to bypass spam filtering. Throttling, also known as a rate limiter, controls message velocity so that one message is sent every 4 seconds. This is a recommended practice for messaging campaigns that are not time dependent.

Spam filter technology can result in filtering out legitimate SMS traffic. Filter technology is in constant evolution, and associated algorithms change constantly. It is recommended that you stay up to date on your carriers' current filtering approach and requirements. We also help our customers constantly monitor carrier practices.

### Incorrect Types of Numbers for Your Use Case

In the US, Person-to-Person, or P2P, (10-digit numbers) and Application-to-Person or A2P (8xx) numbers are recommended for messaging.

P2P numbers (long codes) are recommended when you are using messaging for one-to-one conversations, as in sales.



A2P numbers (toll free numbers and short codes) are used to send campaigns, surveys, and other bulk messages. Such automated message campaigns should be sent managing the velocity and volume of sends to conform with carrier requirements. This is why SMS-Magic's messaging services platform features inherent throttling controls to appropriately manage volume message traffic.

Also, there is the potential to receive inaccurate delivery confirmations. You think your message is delivered when it has actually failed. This usually happens with long codes, which are designed for interactive traffic and don't actually confirm receipt on the smart device, but rather confirm delivery to the carrier itself. This is another reason A2P type traffic should be sent via appropriate number types.

We recommend that you do not send URL links with P2P numbers, as this will trigger a blocking function by the carriers. If you wish to send URL links, use 8xx numbers. It is recommended that you do not use any bitly links.

#### Network Loss

Poor or low connectivity may impact message delivery. A high volume or velocity of sent messages may also overload your bandwidth causing messages to remain undelivered.

#### Phone Number Switched Off

Message delivery is impacted when the recipient phone number is switched off or unavailable to receive the message.

The provider makes multiple attempts to resend the message for 48 hours. While the time window is active, the message status is displayed as "Submitted." After 48 hours, the message status displays as "Expired."

#### Best Practices for US and Canada

The United States and Canada are moving to stricter controls of communication as spam continues to increase. US States are beginning to legislate more stringent regulations, many reflecting the strict standards of GDPR (see EMEA.)

We recommend customers follow stringent carrier and legal regulations including:

- Get opt-in consent from each end user before sending any communication to them, particularly for marketing or other promotional communications. Be sure you timestamp and store this consent in the record of the recipient.
- Opt-in consent is linked to a specific type of content, for example, product information. Only send content that reflects the consent. If you want to send different content, you must request additional consent.

- Only communicate during an end user's daytime hours unless it is urgent.
- Use the appropriate type of long or short code for messaging to assure carrier compliance. We
  - Long codes for P2P, interactive messaging conversations, for example between sales and support reps and your buyers.
  - Short codes or toll-free numbers for A2P marketing and other promotional campaigns and conversations. Short codes are easy to use for opt-ins as part of your digital and print promotions.
- Be sure your message content is within the appropriate character sizes and formats for uninterrupted delivery. When using MMS, be sure the file size is within the stated requirements of your carrier(s).
- All of your SMS campaigns should feature HELP/STOP messages in English. Be sure you remind users of these options on a bi-monthly basis with a simple message.
- Do not contact end users after they opt-out of specific content types.

#### United Kingdom

The General Data Protection Regulation (GDPR) is a mandatory compliance regulation that all individuals and businesses operating within the European Union (EU) and European Economic Area (EEA) must adhere to. It covers all forms of communications, including telephone, email and messaging.

GDPR was created to make the data regulations cohesive across the EU member states. It requires that any information is processed lawfully, fairly and transparently. It also dictates that when information is collected, it is specified explicitly what it will be used for and is taken for legitimate reasons. Additionally, information can't be processed again for any other purposes beyond the initial reason.

Some specific requirements for GDPR include:

- Any personal data that you keep must come with consent. Anyone using that personal information must provide an audit trail proving that it was given freely, in an informed way, for a specific purpose(s) and that you are only using it for that purpose(s). Silence, consent for other purposes or inactivity are not considered as consent.



Information must be stored and managed so that recipients can easily review it or request that it be deleted. You must be able to provide an audit trail evidencing deletion. Subjects can also request specifics on how you are using their data, you must be able to produce every instance of your use of each subject's information. You must also maintain an audit trail of all communications between your organization and each individual subject.

All information must be stored securely and be protected against any unlawful or unauthorized processing. This also includes protection from hackers or others who might potentially steal and then use personal information.

Thanks to GDPR, individuals are granted increased rights over their personal data and how it is used. It is critical to your business text messaging that your messaging strategy meets GDPR regulations if you are communicating with EU data subjects.

Following are key highlights of UK carrier and legal regulations and requirements.

#### Dial Code

+44

#### Major Telcos

T-Mobile, O2, Vodafone, 3, EE

NOTE: T-Mobile is currently filtering Sender IDs containing some symbols, including \_ and -

#### Use-Cases Supported

1-1 Communication, 2-Factor Authentication, Alerts, Business Communication, Confirmation, Marketing and Promotion, Notification, Reminders and others.

## Messages to Landline Numbers

SMS messages cannot be sent to landline destination number. The SMS will appear in the logs as a rejected message and credit will be deducted from your account.

## Best Practices for the United Kingdom

GDPR represents the strictest compliance to date across the globe. The penalties for non-compliance are severe, up to 10% of a company's annual revenues. If you are sending a messaging to an EU data subject, you must comply with GDPR.

We recommend customers follow stringent regulations including:

- Get opt-in consent from each end user before sending any communication to them, particularly for marketing or other promotional communications. Be sure you timestamp and store this consent in the record of the recipient and maintain it as an audit trail. Even if

you have prior consent for another form of contact, we recommend you get consent specifically for SMS messaging.

- Opt-in consent is linked to a specific type of content, for example, product information. Only send content that reflects the consent. If you want to send different content, you must request additional consent.
- Timestamp and store every single communication between your company and each individual recipient in their CRM record.
- Be sure the audit trail data is well-protected and easily available should an individual request their audit trail. Protection needs to include backups and also security to protect the data from hackers or other illegal access and use.
- If an individual opts-out, immediately stop sending information and timestamp the opt-out action as part of the individual record and audit trail.
- If an individual requests that you delete their personal data, do so immediately and timestamp the action as the final data in the audit trail. If the individual requests confirmation, confirm and send the audit trail as evidence of deletion
- Only communicate during an end user's daytime hours unless it is urgent.
- Use the appropriate type of long or short code for messaging to assure carrier compliance. We recommend:
  - Long codes for P2P, interactive messaging conversations, for example between sales and support reps and your buyers.
  - Short codes or toll-free numbers for marketing and other promotional campaigns and conversations. Short codes are easy to use for opt-ins as part of your digital and print promotions.
- Be sure your message content is within the appropriate character sizes and formats for uninterrupted delivery. When using MMS, be sure the file size is within the stated requirements of your carrier(s).
- All of your SMS campaigns should feature HELP/STOP messages in English. Be sure you remind users of these options on a bi-monthly basis with a simple message.
- Do not contact end users after they opt-out of specific content types.



## Germany

The General Data Protection Regulation (GDPR) applies in Germany as an EU country.

### Dial Code

+49

### Major Telcos

E-Plus, O2, Sipgate Wireless,  
Vodafone, Telekom

### Use-Cases Supported

1-1 Communication, 2-Factor Authentication, Alerts, Business Communication, Confirmation, Marketing and Promotion, Notification, Reminders and others.

### Messages to Landline Numbers

An SMS cannot be sent to a landline destination number. The SMS will appear in the logs as a rejected message and credit(s) will be deducted from your account.

## Best Practices

Germany is part of the EU and as such, text messaging falls under GDPR regulations. Please refer to the section on UK best practices for similar practices in Germany.

## India

The increase in messaging in India has resulted in stricter regulatory compliance to protect recipients from Spam. Following is an overview of key regulations.

### Dial Code

+91

### Major Telcos

Airtel, Vodafone India, Idea Cellular,  
BSNL, Aircel

### Use-Cases Supported

Marketing and Promotion, Deals and Offers and others marketing content

### Use-Cases Supported for Transactional messages:

1-1 Communication, 2-Factor Authentication, Alerts and others

### Messages to Landline Numbers

SMS cannot be sent to a landline destination number. The SMS will appear in the logs as a rejected message and appropriate credits deducted from your account.

### Regulatory Information

There are a number of different regulations and restrictions you must consider when texting in India.

- Marketing SMSs can only be sent between 9am and 9pm IST. Messages submitted after 9pm will attempt to send, but due to local regulations, these messages will be queued until the next morning. You will be charged for them as usual.
- The Sender ID for promotional SMSs will be replaced with XX-NNNNNN (2 letters followed by 6 numbers). For example, DM-544634.
- Sending SMS messages to mobile numbers registered in NDNC (National Do Not Call registry) will cause the sender to be blocked. You can check the destination number on the Telecom Regulatory Authority of India registry using this search tool: [www.nccptrai.gov.in/nccpregistry/search.misc](http://www.nccptrai.gov.in/nccpregistry/search.misc) (omit India International prefix 91)

### Transactional Messages

Transactional messages refer to messages that convey crucial information for your audience, and that are not sent for marketing purposes. For example, change in booking alerts, weather/911/campus alerts, or other emergency updates. These messages are delivered 24x7. You can assign a 6-digit alpha character Sender ID to identify your company or draw attention to an ALERT. Such IDs must be registered with your carrier.

### Pre-registered Alpha Sender ID

Registration requires a 6-letter alpha Sender ID and SMS template. This Sender ID will be used for sending trans-national traffic.

- The Sender ID will be prefixed with 2 letters, depending on which carrier will be used to deliver the SMS to the final carrier, or more commonly a random number; e.g. DM-XXXXXX (where XXXXXX is the registered Sender ID)
- Messages sent to Jammu and Kashmir carrier networks (example, 405/55 - Airtel J&K) will be blocked by the government due to political sensitivity.



## Best Practices Recommendations for India

The key to text messaging within India is to avoid being tagged as a Spam sender. India's regulations are heavily focused on blocking Spam of any kind. Here's what we recommend to be sure your messages are effectively delivered to your audience.

- Be sure to register your Sender IDs with your carrier. Pre-registered 6 characters alpha Sender ID are required for any trans-national or transactional messaging traffic.
- Implement a consent-based compliance process for all text messaging, capturing and storing consent. Do not send messages to individuals without consent.
- Only send promotional messages between the hours of 9 am and 9 pm IST. While carriers won't block your sends outside of those times, they will delay them until the next day. Promotional messages will only be delivered to non DND customers.
- Be sure to capture mobile numbers from your audience. Text messages are not delivered to landline numbers, and you will be charged for those failed messaging sends.
- Do not send messages to any number in the NDNC registry. Your Sender ID will be blocked. Always be sure to check new numbers with the registry via the supplied link.




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## TABLE OF CONTENTS

Introduction	1
SMS for Business: Key Concepts	3
Messaging Regulations Across Countries	7
Australia	7
US and Canada	8
Unique Messaging Challenges	9
United Kingdom	10
Germany	12
India	12
<b>Summary</b>	<b>14</b>
Appendix: SMS-Magic Global Numbers	15

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## Summary

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Global messaging comes with a variance that makes it difficult to define a single standard for all businesses. We highly recommend that you work with a partner who has experience with your carrier and country regulations to be sure your strategy delivers global compliance.

We partner with our customers to provide advisory services concerning all aspects of global business messaging. Whether you're in a single country or sending messages across the globe, our goal is to assure the optimum business messaging results in terms of message delivery time, consistency, quality and, most importantly, compliance.

Our messaging services platform, developed on AWS, offers a robust global infrastructure featuring the key technologies required to track and troubleshoot delivery, manage network volume and velocity, secure messages in flight and at rest and provide the audit trails required for regulatory compliance. In addition to 190 countries served, our direct connections with 59 global carriers provide detailed tracking and troubleshooting into messaging delivery and status, messaging costs and overall messaging performance.

If you'd like to experience global business messaging for yourself, just request a Free Trial by [clicking here](#). You'll receive access to a full production version of SMS-Magic Converse for 7 days, no questions asked.

Or, you can schedule a demo with one of our textperts by [clicking here](#). We'll show you the ins and outs of business text messaging specifically for your geography and industry.



## TABLE OF CONTENTS

Introduction	1
SMS for Business: Key Concepts	3
Messaging Regulations Across Countries	7
Australia	7
US and Canada	8
Unique Messaging Challenges	9
United Kingdom	10
Germany	12
India	12
Summary	14
Appendix: SMS-Magic Global Numbers	15

# SMS-Magic Global Numbers

For over a decade, SMS-Magic has been the leader in global business messaging with 190 countries served, 59 direct carrier connections and over 2000 global customers. We understand global messaging like no other vendor because we live it every day.

The following table provides a snapshot of the types of numbers we support for business text messaging.

## Number Availability For 2-Way Communication

Numbers Availability	Countries
Long-Code, Toll-Free Number, ShortCode (Vanity & Random), BYON (Bring your own number)	USA, Canada
Long-Code	Australia, UK, Austria, Belgium, Brazil, Croatia, Denmark, Finland, France, Germany, Hong Kong, Hungary, Indonesia, Ireland, Israel, Latvia, Lithuania, Malaysia, Netherlands, Poland, Portugal, Slovakia, Sweden, Switzerland, Norway, Ukraine, Chile, Italy, Mexico, Philippines, Turkey, Ukraine, South Africa, Nigeria, Bahrain, Tanzania, Trinidad, Czech Republic, Turkey, Spain, Thailand, China, Russia
Dedicated Short-Code	New Zealand, Kenya
Shared Short-Code	UAE, Peru, UK, France

