

CWTA Code of Conduct

September 1 , 2004

The following items are to be complied with by, or are the obligations of, the Program Aggregator:

- 1.** The Program Aggregator must ensure that End Users “opt-in” or volunteer to participate in a Program. Unsolicited text messages shall not be sent to End Users.
- 2.** The Program Aggregator must provide an “opt-out” process. It is preferred that this process include the ability for an end user to simply send the message “STOP” to the short code in order to opt-out of the program.
- 3.** The Program Aggregator can only use an approved short code for each Program and may not alter the approved Program without obtaining permission from the Administrator.
- 4.** The Program Aggregator, in conjunction with the Program Entity, will use commercially reasonable efforts to promote the short code program.
- 5.** The Program Aggregator shall not assign or resell the short code.
- 6.** The Program Aggregator must ensure that End Users are informed of the price of sending a text message to the short code, every time the short code is promoted to the public.
- 7.** Customer support must be provided for the program. At a minimum, this must include a web based support page. It is preferred that the customer support process include the ability of an end user to send the message “HELP” to the short code in order to obtain information about how to participate in the program. It is also preferred that End Users be able to send a message to “INFO” in order to obtain contact information for the Program.
- 8.** All messages sent to an End User must identify the short code from which the message was sent.
- 9.** If a message sent to an End User solicits the End User to contact the Program by means other than text messaging (e.g. phone, web, etc.), the price of the means of contact must be stipulated in the text message.
- 10.** For applications involving information services, such as news, stock, event or sports score updates, the date and time the information was produced must be included in text message.
- 11.** Unless otherwise agreed to by the Administrator, the length of text messages sent to End Users must not exceed 136 characters.
- 12.** The Program Aggregator must ensure that the Program is not misleading and, in the case where the short code is promoted as brand name or trade mark (for example CWTA instead of 2982), the Program Aggregator must guarantee that it has the right to use said brand name or trade mark.
- 13.** For services or applications involving, but not limited to, alcohol, tobacco and adult oriented content, the

Program Aggregator must verify that each End User is of legal age in his/her Province or Territory of residence, prior to allowing the End User to participate in the program or receive a text message from the Program. These programs should not be marketed to individuals under the legal age.

In the event that the Program Aggregator does not comply with this Code of Conduct, the Administrator may revoke the short code.