

MOBILE INDUSTRY BRIEFING

ON

“LEGISLATION AND REGULATIONS FOR COMMERCIAL SMS COMMUNICATIONS”

Date: Thursday, 2nd August 2007
Time: 15h00 – 17h30
Venue: Boardroom at the Quarters Hotel, Morningside, Durban
Cost: R150 pp (R100 pp for BulkSMS clients)

You are invited to attend a mobile industry briefing on how to ensure your commercial SMS communication campaigns comply with legislation and regulation in South Africa.

In today's world, the cell phone has become the most sought after means for businesses to communicate with customers, clients or suppliers. There are an estimated 30 million cell phone owners in South Africa (World Wireless Forum, "South African Mobile Market 2006") and cell phones are seen as best means to communicate instantaneously with a targeted audience regardless of time or place.

Commercial SMS communications fall into one of two types: (1) messages *sent* by businesses to promote and market their goods and services, or (2) subscription or premium rated services enabling consumer/clients to *accessing* information or content via SMS, MMS or WAP channels.

With the increase in permission and below-the-line mobile advertising and marketing communications, industry-led efforts through the Wireless Application Service Provider Association (WASPA) aim at ensuring that industry complies with legislation. WASPA has also begun regulating the use of SMS as a channel for commercial messages. WASPA has established a Code of Conduct for services providers and drafted Advertising Rules for all businesses using SMS communications (see www.waspa.org.za).

In this Mobile Industry Briefing we address key issues pertaining to commercial SMS communications in South Africa:

- What legislation should be considered when sending or setting up channels for SMS communications. In particular, what the Electronic Communications and Transactions (ECT) Act means for SMS communications for all businesses sending SMS to external parties.
- Designing mobile marketing campaigns that comply with the WASPA Code of Conduct and the Advertising Rules. This includes subscription services, premium rated campaigns (advertising and competitions) and other communications for marketing, promotions, and contact services.
- How to define mobile spam.
- Adopting an appropriate and industry accepted opt-out mechanism for commercial SMS messages.
- The WASPA consumer complaints process and the types of penalties that may be imposed on service providers and information providers for non-compliance.
- Best practice examples of commercial SMS communications.

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Event Details

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Where: Boardroom at the Quarters Hotel, 101 Florida Road, Morningside, Durban
Directions: See map at www.quarters.co.za/index.cfm
Cost: R150 pp (R100 pp for BulkSMS clients)

Programme

15h00 Registration on arrival
15h30 *Privacy Legislation and the Mobile Industry in South Africa*
Brendan Hughes
Senior Associate, Michalsons Attorneys and a member of the Appeals Panel that adjudicates complaints for WASP
16h15 *What the WASPA regulations mean for your business*
Dr Pieter E. Streicher
Managing Director of BulkSMS.com, a division of Celerity Systems (Pty) Ltd
17h00 Networking (drinks and snacks provided)

Registration

To register for this event please contact Deirdre van Zyl Smit of Red Ribbon Communications by Monday, 30th July 2007.

Email: rsvp@bulksms.com
Mobile: 082 324 4639

About BulkSMS.com

BulkSMS.com is a leading wireless application service provider offering bulk SMS solutions to businesses, organisations, and individuals in Europe, South Africa, the United Kingdom, and the United States of America. BulkSMS.com, based in Cape Town (South Africa), has been in operation since 2000.

BulkSMS.com offers bulk SMS messaging, subscription and premium rate solutions to meet the needs of business, public benefit organisations and individuals.

BulkSMS.com provides the following messaging solutions: BulkSMS Text Messenger (desktop SMS application), Web 2 SMS, Email 2 SMS, Mobile 2 Group, white label messaging solutions, and the integration of SMS with a client's applications using an e-API. BulkSMS.com also offers the WAP Content Platform to host and access mobile content.

BulkSMS.com is a member of the:

- Wireless Application Service Provider Association (WASPA)
- Wireless World Forum (W2F)
- 160 Characters



Dr Pieter E. Streicher, the managing director of BulkSMS.com, also sits on the management committee of the Wireless Application Service Provider Association (WASPA).

For more information about BulkSMS.com's services visit www.bulksms.com, email: service@bulksms.com or contact the company on tel: 021-409 7815.