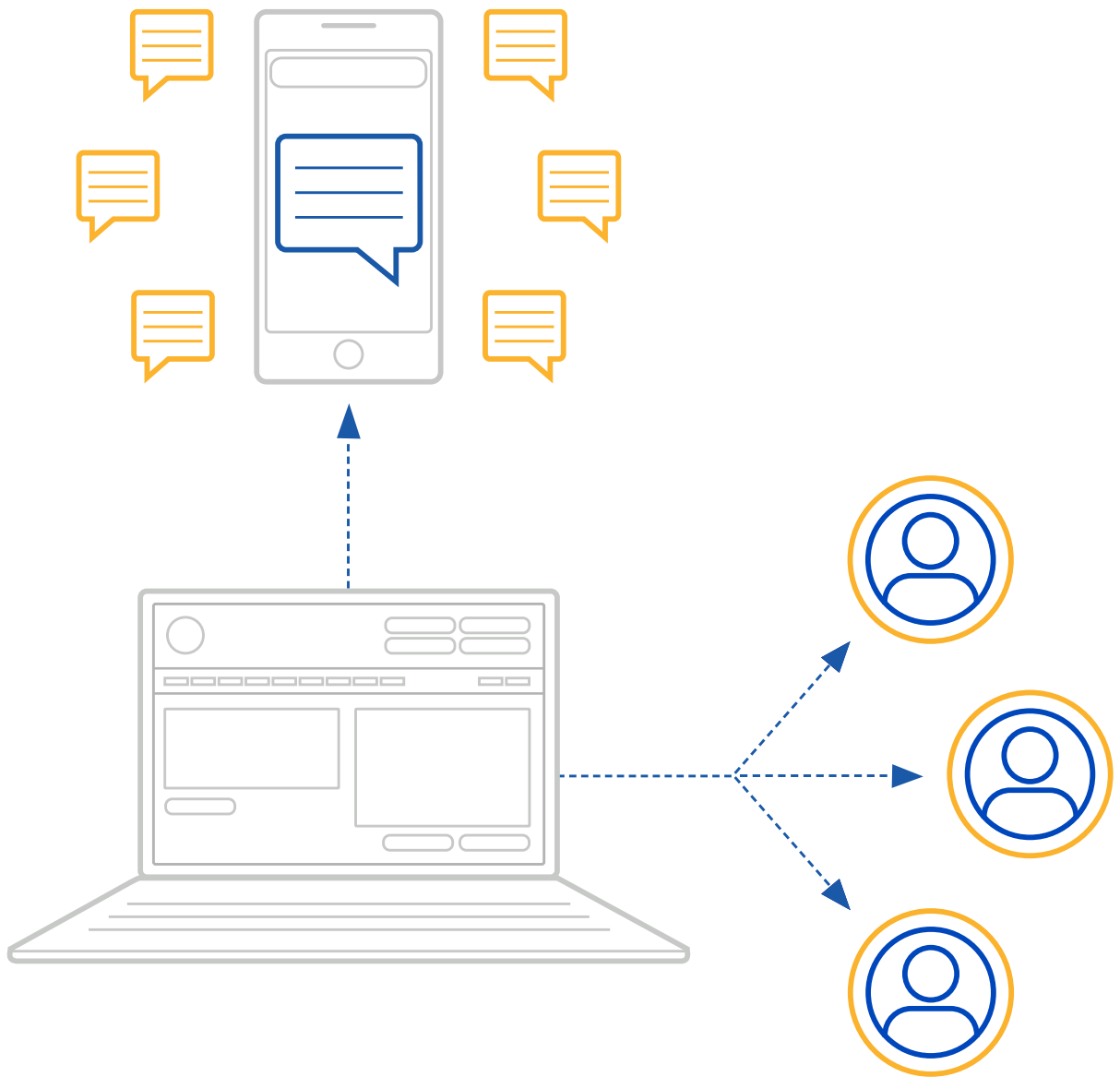


How to Guide

How to send SMS using Textlocal



What are the legals?

Staying legally compliant

DND is 'Do Not Disturb' registry governed by TRAI ([Telecom Regulatory Authority of India](#)). Telecom subscribers who wish to not receive any promotional messages can register to DND. The registration will be effective within 7 days of placing the request with the service provider.

SMS can be divided up into two categories: Promotional SMS and Transactional SMS. Promotional SMS is defined as a message containing promotional material or advertisement of a product or service. Transactional SMS contains an update, alert or information about your product/service and is solicited by customers (e.g. an SMS update from your bank immediately after a transaction on your credit card).

Textlocal will scrub the DND numbers and make sure you are legally compliant with all your Promotional campaigns



According to the TRAI regulations:

- Users can sign up for a full DND (in which you don't get any promotional SMS), or a partial DND, where you can opt-in to receive promotional SMS in certain categories. There are 7 such categories: 1: Banking/Insurance/Finance, 2: Real Estate, 3: Education, 4: Health, 5: Consumer Goods, Automobiles, 6: Communications/Broadcasting/Entertainment/IT, 7: Tourism & Leisure
- Any user signing up for partial DND with any of the categories mentioned will only receive promotional messages which belong to the category.
- For DND users, transactional SMS can be sent by banks, financial institutions, insurance and credit card companies, railways or airline companies, educational institutions, e-commerce agencies and other companies with opt-in customers.
- Promotional SMS will have a random 6 digit numeric sender ID and the messages can be sent only from 9am – 9pm. Transactional SMS can have a six character alphabet sender ID of your choice and the messages can be sent any time of the day.
- As per the direction from TRAI, customers who wish to send stock market and trading alerts are required to register with SEBI/IRDA/AMFI/NCDEX/MCX. The respective registration document should be provided to us after you sign up with Text Local.

Please find the mandate from TRAI.

[http://www.nccptrai.gov.in/nccpregistry/Direction_transactional_SMS_25.10.2011\[1\].pdf](http://www.nccptrai.gov.in/nccpregistry/Direction_transactional_SMS_25.10.2011[1].pdf)

For more information on staying compliant, visit:

http://www.trai.gov.in/content/VerReg/138_0_0.aspx

How Textlocal keeps you compliant

Opt-outs

We recommend you include an opt-out path for all messages you send. This gives the recipients the chance to easily remove themselves from your database and any future messages from you.

It's simple to stay legally compliant with Messenger...

By ticking one box, Textlocal will add an 'opt-out' path your messages to give you peace of mind, e.g. 'SMS KEYWORDSTOP to 9220592205.' This gives a simple instruction to the recipient on what to do if they would like to remove themselves from your database and so they no longer receive any messages from you.

Include opt-out message

By texting the free opt-out keyword to your inbox, that particular phone number is automatically removed from all of your contact groups and added to your opt-out list. Textlocal takes care of this for you, you do not have to do anything. The number will stay on the opt-out list until the owner of the number chooses to opt back in.

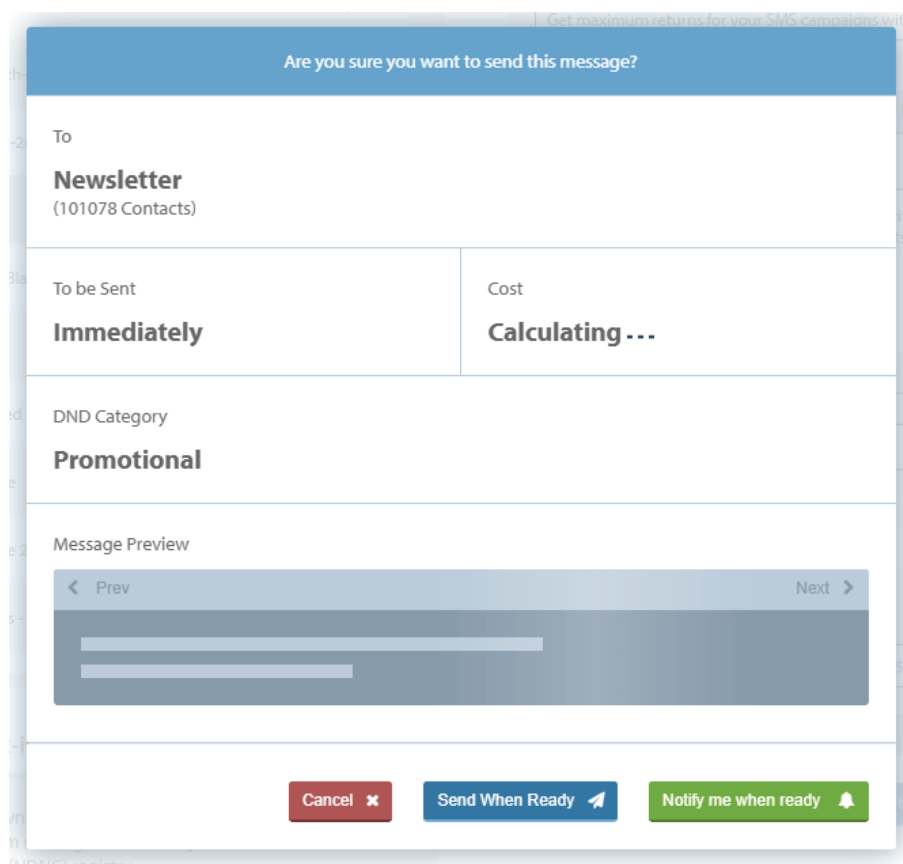
Textlocal will not send a text to any number on your opt-out list.

When you add new data, Textlocal will cleanse and strip out any numbers which have previously opted-out of your messages.

You can also manually opt-out phone numbers by adding them to the opt-out list – perfect if any of your customers contact you directly with an opt-out request.

Opt-outs

For larger groups, you can choose to wait while the cost is being calculated, or you can proceed with either of the two options: **'Send when ready'** or **'Notify me when ready'**.



The screenshot shows a confirmation dialog titled "Are you sure you want to send this message?". The dialog contains the following information:

- To:** Newsletter (101078 Contacts)
- To be Sent:** Immediately
- Cost:** Calculating ...
- DND Category:** Promotional
- Message Preview:** A preview area with "Prev" and "Next" navigation arrows and a blurred message content.

At the bottom of the dialog, there are three buttons: "Cancel" (red), "Send When Ready" (blue), and "Notify me when ready" (green).

Send When Ready: When you select this option, you can leave the current page and get on with your other tasks. The SMS campaign is sent automatically as soon as the cost is calculated (or as per your schedule). Please note that you won't be able to view and confirm the final cost before it is sent.

Notify me when ready: With this option, you can once again leave the current page while the cost calculation happens in the background. You will receive a notification in Textlocal portal (and, via SMS/email based on your preferences) once the cost calculation is done. You can check the campaign preview and costs from **Send > Send Review** (<http://control.textlocal.in/send/review/>) before confirming the send.

