

INVITATION

TO

THE BULKSMS.COM MOBILE INDUSTRY BRIEFING

ON

“LEGISLATION AND REGULATIONS FOR COMMERCIAL SMS COMMUNICATIONS”

Date: Thursday morning, 17th May 2007

Time: 07h30 – 10h00

Venue: Inter-Continental Sandton Sun and Towers, Johannesburg

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.

Event Details:

When: Thursday, 17th May 2007
Where: Inter-Continental Sandton Sun and Towers, Johannesburg
Cost: R300 pp (R150 for BulkSMS clients)

Programme for the morning:

07h30 Light breakfast on arrival
08h00 *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
08h45 *What the WASPA regulations mean for your business*
Dr Pieter E. Streicher
Managing Director of Bulksms.com, a division of Celerity Systems (Pty) Ltd
09h30 Networking

Registration:

To register for this event please contact Deirdre van Zyl Smit of Red Ribbon Communications by Monday, 14th May 2007.

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About Bulksms.com

Bulksms.com is a leading wireless application service provider offering bulk SMS solutions to the businesses, organisations, schools and individuals in South African, United Kingdom, European, and USA. Bulksms.com is a Cape Town (South Africa) based company and has been in operation since 2000.

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

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

Bulksms.com is a member of the:

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



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