TEGA Technologies

COMPLIANCE SMS MARKETING
December 1, 2016

OVERVIEW

1. Background and Description

TEGA and the Chatterspot product have been fully vetted by thousands of businesses in both the US and Canada. Companies like Sprint and Verizon trust Chatterspot to ensure compliance. Chatterspot has thousands of Sprint retail locations as well as thousands of Verizon locations active on the Chatterspot application. Chatterspot has never received a text compliance violation in its 12 years in business.

2. OPT-IN Process

There are several ways a customer can enroll to receive text message communications through the Chatterspot application. Below are the two most utilized ways.

1. A customer can enroll to receive text message marketing by texting a designated keyword into a long code or short code. Since the consumer is initiating the opt-in an additional "Y" response afterward is not required. The below message is an example of what would be delivered after the consumer texts in the keyword to the short or long code.

    a. Welcome to {Campaign Name} {Description} alerts! Click bit.ly/2h3zAOR to complete profile. Msg&data rates may apply. {Message frequency} Reply HELP for help, STOP to cancel.

        i. Chatterspot time stamps and dates the initial keyword sent to short or long code, which serves as the opt-in.

        ii. The "Description" should be a single word to define the kind of messages that would be sent, e.g. Promotional

        iii. The link provided after the word "Click" opens a customizable profile. The customer can fill out and send this profile, which is then stored in the customer's database. The user can then market to

their customers based upon the data filters entered in the customer profile.

    iv. The "Message frequency" must be specific, but can be an interval, for example "avg 2 msgs/mo".

2. A one-off text is sent to the consumer at the point of sale requiring them to reply back "Y" before any further text communication can happen.

    a. This text message sent is a manual process where a form has to be submitted in order to generate the text message to the consumer's phone. The text message requires human intervention in order to send, and is not random in nature. It is in fact, the exact opposite of random in that the text message is being sent to the consumer who is currently performing the transaction in the store and is asked to join the text message communication program, usually described as a "VIP Program". Below is an example of the text message sent:

    Please Reply "Y" to confirm registration to ABC Wireless text & email alerts and notifications. (avg 2msg/mo) msg&data rates may apply.

    The message contains all the required information in order to give the consumer complete knowledge of the program.

        i. Name of Company

        ii. Average number or messages that you could receive a month

        iii. The statement that msg&data rate may apply for consumers who do not have unlimited packages.

    b. The consumer will not receive any further messages if they don't reply back "Y" or if they don't reply back at all. If the consumer does reply back "Y", they will then be enrolled into the program. The date and time that phone number replied back "Y" is memorialized inside the database, so it can be retrieved at any time. A confirmation text is sent after the "Y" is received to give the customer the remaining information that is required by the carriers.

c. The ability to reply Help to receive additional help information

d. The ability to reply Stop to be removed from program

Below is an example of the message:

Hi John,
Thank you for visiting Mobilink Wireless.
Please click the link to download our contact info: {BusinessCard}
Reply HELP for Help, STOP to Opt-Out.

3. Compliant OPT-Out

The universally recognized method of opting out from receiving marketing communications via SMS is for a consumer to send STOP to a message they received. You also need to honor an opt-out request via other channels you can be contacted on, for example, via email or telephonically. A STOP confirmation message must be sent to the consumer to confirm the opt-out. This message should include the name of your company and the following words: "You have opted out. You will not receive additional messages". Records of opt-out communications need to be kept.