



**OPERATOR SELF- GOVERNANCE POLICY FOR
OPERATOR PROMOTIONAL MESSAGES.
OUT BOUND DIALER (OBD) CALLS ("POLICY")**

Telecommunications Regulatory Commission of Sri Lanka

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1. Promotional Messages generated by External Parties (Beyond the immediate control of Operator)

- Operator shall maintain a list of Ports/Clients that are authorized to generate Promotional Messages.
- Each such client shall warrant to Operator that all messages transmitted would be with the consent of sub-set of subscribers registered with the said client (for example Customer of a Credit Card)
- Operator shall only allow such registered Port/ Clients to generate Promotional Messages to their respective registered customers.
- Promotional Messages generated by any other Port/Number Mask (notregistered with Operator) will be blocked.
- Operator will register all customer complaints received pertaining to unsolicited messaging via SMS Ports/ Number Masked Services, or via standard mobile numbers.
- All complaints will be investigated, and action will be taken. Such action couldinclude the disconnection of Port or permanent blocking of a Number Mask ormobile number. Preliminary steps would involve the cautioning of subscribers and/or registered Port owners against transmitting unsolicited messages.
- It should be noted however that in some instances, blocking of 3rd party spam via internet Ports may not be technically feasible.
- Furthermore, Operator will publish for the information of customers the Method of blocking Promotional Messages generated by a particular Port Number Mask via its website and other customer information channels.
- The Blocking facility shall be provided free of charge.
(Note: That the implementation efficiency of the above would be dependent on all Operators adopting similar polies and sharing information on Number Masks)

2. Promotional Messages Mediated by Operator (within the control of Operator)

- Each Promotional Message shall carry an opt-out option to enable the customers to conveniently discontinue receipt of Promotional Messages from the relevant Service Provider/Port/Number Mask.
- Each Promotional Message shall be generated under a Number Mask to uniquely identify the originator of the Promotional Message.

3. Information & Promotional Messages including Out Bound Dialer (OBD) calls pertaining to Operator's own products and services.

- Each Operator Promotional Message shall be generated under a Number Mask to help uniquely identify the services.
- Each SMS or OBD Call shall contain an opt-out option to stop receipt of such information.
- Opt-out or SMS block facility shall be provided free of charge,
- Opt-out or SMS block methods for Operator Promotional Messages shall be published on Operator's website and communicated via multiple customer information mediums.
- The number of Messages disseminated and OBD Calls generated shall be self-regulated by Operator in line with Table 1 below.

Promotional Messages OBD Calls		
Time Restriction (blackout period)	8.00 p.m in the evening till 8.00 a.m on the following day	7.00PM in the evening till 9.00 a.m on the following day
Maximum promotional alerts per day	1	1
Maximum promotional alerts per week	5	2

4. Customer initiated Value Added Service Messages

These are messages for which the subscriber (at his/her own discretion) has registered/signed up. Subscribers will have the option to unsubscribe from the receipt of such messages. Services such as News Alert, Health Tip etc. fall in to this category.

Definition

"Messages" shall include Promotional Messages and shall have the meaning assigned to it in the Sri Lanka Telecommunications Act No. 25 of 1991 as amended.

"Out Bound Dialer (OBD) Calls" shall mean automated promotional calls generated by Operator to its subscribers.

"TRCSL" shall mean the Telecommunications Regulatory Commission of Sri Lanka.