

How To Send SMS Globally

The main SMS features in different countries are summarized in the following [Excel](#)

There are specific rules to be followed for sending in some countries.

Saudi Arabia

Transactional messages (not email marketing, but ex. Government, bank, temporary passwords ...) you need to contact the support team in order to be registered to the whitelist providing this data:

- Full Company Name
- All Sender IDs Associated with Enterprise traffic
- Message Description: this is a description of the messages content associated with each originator.
- End User Consent Evidence of how (location, media, source, etc.) and when (date & time) consent was given by an end user for the receipt of specific messages for every enterprise MSISDN Which is receiving specific enterprise message

Singapore

Customers must not to send promotional or marketing messages to mobile numbers registered in the new "National Do Not Call Registry" (DNC), unless the recipient has expressed in a clear and unambiguous consent. The DNC registry is an integral part of the Personal Data Protection Act 2012 (PDPA) and will take effect from 2 July 2014. To do this you need to register and maintain a register <http://www.dnc.gov.sg/> CONTROL every 30 days. The Penalties can be up to a 1 million SGD (Singapore Dollar, which is about half a million euro).

Italy

The **AGCOM** ([Italian Communications Authority](#)) Resolution No. 42/13/CIR NRA, has now come into force. The Resolution deals with the registration of bulk SMS Outbound (MT) message originators, i.e. the alphanumeric characters used in the SenderID to personalise Application-to-Person (A2P) SMS messages. Until now, any business globally was allowed to terminate an SMS MT message to an Italian subscriber with a SenderID comprised of any alpha, numeric or alphanumeric originators; and there was no process to help ensure that names used as SenderIDs were sent by the owners or licensees of the applicable brands, trademarks or trade names. For example, anyone globally could send a message to an Italian subscriber with the word 'Apple Inc.' in the SenderID, with no process established to enable a subscriber to know whether Apple Inc. sent that message or not. Similarly, there was no easy way for the subscriber or AGCOM to contact the sender of the message; this potentially exposed subscribers to fraudulent messages and services. **What does this mean for me?** All providers who operate A2P services in Italy must register their SenderIDs (and those of their customers) in a database maintained by AGCOM. This means one of the following will apply to you as our customer. **It is your responsibility to provide us with the information required by AGCOM in relation to you, your customers and the relevant SenderIDs. What will happen to unregistered SenderIDs?** In order to comply with the Resolution we may (at our discretion) replace the unregistered SenderID with a numeric SenderID (a +39 number issued by the operators in Italy) or block the message. **What do I need to do and by when? It is mandatory for all customers sending traffic towards Italy** to complete and the form available in console (menu Settings > Account settings > Admin contacts. **Which SenderIDs are allowed?** The SenderID must be directly related to the sending company. Any generic or not easily identifiable SenderID will not be accepted, causing the message to be sent with a numeric sender or blocked.

USA

The sending is made using a long number that can not be changed, mainly suitable for sending transactional messages. For a better delivery performance or for sending bulk marketing messages you must use a shortcode. Also it's important to comply with regulations that require to include a standard (To Opt-Out reply STOP) sentence in each message, and sending a welcome message with predefined directions and the assignment of a "keyword" to each list. Contact support for more details.

United Arab Emirates

Messages are categorized into two ways:

- marketing / promotion: to be approved you must submit a formal request, on letter that contains the details of the campaign (sender, content type, type of recipient) to support MailUp, who will transmit it to operators.
- transactional: a prior approval is not required, however, the sender will be overwritten with a shortcode (ex. 5070).

France

Since Orange France does not allow numeric senders, it is recommended to only send messages with alphanumeric sender