**Company Name of Client**

**Address**

**Address**

**Letter of Authorization**

**Date**

This is to confirm that sufficient authority has been given to **Infobip**, its affiliates, partners, agents, and authorized representatives (collectively **“Infobip”**), to act as a messaging provider and deliver Application to Peer (A2P) SMS on behalf of **Company Name of Client (Short Name of Client) (‘Company”) u**sing the Sender IDs (SIDs), and within the respective time frames indicated below.

Company represents and warrants, and **Infobip** acknowledges, that the SID/s below and any and all title, rights, and interest thereto are owned by **Short Name of Client** and that no other person or entity has the right to use or cause the distribution thereof as SIDs.

Accordingly, Company, shall hold **Infobip**, m360, Globe Telecom, Inc., Smart Communications Inc., its directors, stockholders, officers, employees, and agents, free, harmless, and indemnified against any and all claims, suits, proceedings, actions, and other demands of third parties claiming the title, ownership or any other interest with respect to the use of the SID/s below as masked name, trade name, trademark, domain name, or any name/designation, forwarded to the recipients.

|  |  |  |  |
| --- | --- | --- | --- |
| **Sender ID** | **Purpose of SMS Blast** | **Validity Period** | |
| **From** | **To** |
| 1. Ex: Globe | Client Notifications | MM/DD/YY | MM/DD/YY |
| 2. |  |  |  |
| 3. |  |  |  |

Notes:

* Add rows to list more SIDs.
* A maximum of eleven (11) alphanumeric characters is allowed per SID.
* Spaces are allowed. Each one (1) space is equivalent to one (1) character.
* Both uppercase and lowercase are allowed.
* Special characters are not allowed.
* **SIDs will be case-specific and subject to permutations.**
* SID must be linked to the company name/brand/identity to identify the SMS sender easily.
* Use of common nouns as SIDs will not be allowed.
* SIDs must not be that of any other company or competitor.
* SIDs must not be derogatory.
* One (1) message part is 160 characters. Messages with more than 160 characters will be counted per 153 characters per message part.

**Message Template (Optional – See Annex A)**

Kindly provide the copy that commonly goes into your SMS blasts per SID.

Undersigned representative of **Company Name of Client** warrants that they are duly authorized to sign this Letter of Authorization on its behalf.

**Submitted By:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Name of Authorized Signatory**

**Designation**

**Company Name of Client**

**Acknowledged by:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Cecile Tizon**

**Sales Director**

**Infobip Philippines Inc**

**Annex A: Message Template**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sender ID** | **Purpose** | **Validity Period** | | **Message Template** |
| **From** | **To** |
| 1. Bank example | Client Notification | MM/DD/YY | MM/DD/YY |  |
| 2. |  |  |  |  |
| 3. |  |  |  |  |
| 4. |  |  |  |  |
| 5. |  |  |  |  |