[INSERT Company letterhead]

**Letter of Authorization (“LOA”)**

**Date**: [insert date]

This is to certify that [insert company name and information of the LOA Recipient] is authorized to use sender IDs (SIDs) specified below within the indicated time frame to send A2P SMS on behalf of [insert full Company name and information of the LOA signatory] (hereinafter: the “**Company**”). In the event the Company acts as an aggregator (*i.e., as a company receiving messages from its direct clients and sending them for onward routing to such client’s ultimate recipients*), the Company shall additionally deliver LOAs signed with its direct clients as proof of its authorization to use such sender IDs (SIDs).

The Company represents and warrants that the SIDs specified below represent the name/brand/identity of the Company and that no other person or entity has the right to use or cause the distribution of these SIDs.

*[Whole paragraph optional, delete if not needed]* Accordingly, the Company, at its own expense, shall indemnify [insert company name and information of the LOA Recipient], its Affiliates, and their respective employees, officers, directors, representatives and agents (together, the “Indemnified Party”), from and against all losses, damages, liabilities, settlements, regulatory penalties, costs and expenses (including attorneys’ and professionals’ fees and other legal expenses) arising out of or related to any claim, demand, suit, action, or proceeding initiated by a Third Party (each a “Covered Claim”) alleging or claiming a breach of a Third Party’s Intellectual Property Rights or any other case or action arising from the use of the SIDs and/or any kind of messages sent to subscribers of **Smart Communications**, Inc., a corporation organized and existing in accordance with the laws of the Philippines, with registered office at the SMART Tower II, 6799 Ayala Avenue, Makati City, Philippines 1226 (hereinafter: “**SMART**”).

Notes:

* Purposes of SMS: OTP / NOTIFICATIONS / MARKETING / INTERNAL COMPANY USE / ALL,
* SID must have a minimum of three (3) characters, maximum of eleven (11) only,
* Spaces are allowed. One space is equivalent to one (1) character,
* Upper and lower cases are allowed,
* Underscore, period, dash, question mark and exclamation points can be used, but this is highly discouraged as it may not reflect depending on the device of the user. We recommend limiting SIDs to ASCII letters, 0 – 9 digits and spaces,
* SIDs must not be derogatory,
* SIDs should truly represent the company name / brand / identity,
* [insert company name and information of the LOA Recipient] reserves the right to remove SIDs that are found to be in violation of these guidelines.

**List of sender IDs (SIDs)** (*add rows as needed*)**:**

|  |  |  |
| --- | --- | --- |
| **Sender ID** | **Purpose of SMS** | **Validity period (2 year only)** |
| **Start Date** | **End Date** |
|  |  |  |
|  |  |  |
|  |  |  |

By signing this LOA, the Company confirms that they have read and fully accepted all the terms and conditions stated within this LOA. To indicate their acceptance, the authorized representative of the Company will sign this LOA.:

Submitted by:

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

[Full name of the Company’s authorized signatory]

[Title]

[Company name]

Noted by:

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

[insert company name and information of the LOA Recipient]

[Title]