Letter Head shall be the letter head of the brand

**Letter of Authorization**

**Date:**

This is to certify that Infobip is authorized to use the Sender IDs (“SIDs”) specified below within the indicated time frame to send A2P SMS on behalf of our company, (Full Name of Company) (the “Company”).

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.

Accordingly, the Company hereby undertakes that it shall indemnify and hold Smart Communications Inc. (“SMART”), its directors, stockholders, officers, employees and agents from any and all claims, suits, proceedings, actions, and other demands of third parties for violation of intellectual property rights or any other cause of action arising from the use of the SIDs and/or messages sent to subscribers using the SIDs.

|  |  |  |
| --- | --- | --- |
| **Sender ID** | **Purpose of SMS** | **Validity Period (1 year only)**  |
|
| **Start Date** | **End Date** |
| **MM/DD/YY** | **MM/DD/YY** |
| 1. Ex: Smart | NOTIFICATIONS | MM/DD/YY | MM/DD/YY |
| 2. |  |  |  |
| 3. |  |  |  |

Notes:

* Purpose of SMS: OTP | NOTIFICATIONS | MARKETING | INTERNAL COMPANY USE | ALL
* Maximum of eleven (11) alphanumeric characters only per SID.
* Spaces are allowed. One space is equivalent to one (1) character.
* Big or small caps 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 highly recommend clients to limit their SIDs to ASCII letters, 0-9 digits and spaces.
* SIDs should truly represent your Company Name/Brand/Identity to easily identify the SMS sender.
* Use of common nouns/generic names and words as SIDs will not be allowed.
* SIDs must not be that of any other company or competitor.
* SIDs must not be derogatory.
* Revoking of SID will be at the advice of the direct client in writing.

In compliance with the Data Privacy Act (DPA) of 2012, and its Implementing Rules and Regulations (IRR) effective since September 8, 2016, I allow SMART to conduct activities relative to the A2P Messaging Service availed. As such, I agree and authorize SMART to:

1. Use the declared information below to proceed with the verification process that will prove the legitimacy of this document

2. Retain my information for a period of 5 years from the date of termination of the service, or at such time that I submit to SMART a written cancellation of this consent, whichever is earlier. I agree that my information will be deleted/destroyed after this period.

3. Retain my information in the Sender ID and Letter of Authorization Centralized Database shared only within SMART organization.

4. Share my information to affiliates and necessary third parties for any legitimate business purpose including investigation by the proper authority.

**Due to legitimate concerns with false LOA submission, SMART is collecting the information below which will be used during the LOA Verification process to validate authenticity of the document. Please fill out accordingly the section below and DO NOT SKIP.**

|  |
| --- |
| **Name:**  |
| **Contact Channel:****Company/Business Email****Note:** An email will be sent to the declared contact information and a reply will be required following the instruction on the email. | **Email: \_\_\_\_***Insert email address\_\_\_\_\_\_\_\_\_* |

I hereby warrant that I am duly authorized to declare the above-mentioned information and to sign this Letter of Authorization by the Company on its behalf.

**Submitted By:** **Noted by:**

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

**Name of Company’s Authorized Signatory Cecile Tizon**

DesignationSales Director

Company NameInfobip Philippines Inc,

Email