

Guide on filling up LOA towards Singapore (Whitelisted SID)

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Created on: 1 December 2023

Requirements for Whitelisted SID towards Singapore

Direct clients (*Owner of SID directly connected to 8x8*)

1. [Letter of Authorisation - Whitelist - Singapore - Direct Client - Content Version 2](#)

For Non-Direct clients: (*Owner of SID is not directly connected to 8x8*)

****Chained LOA is required****

1. [Letter of Authorisation - Whitelist - Singapore - Direct Client - Content Version 2 \(End-client to Aggregator/Authorized Agent\)](#)
2. [Letter of Authorisation - Whitelist - Singapore - Authorised Agent – Content](#)

OR

[Letter of Authorisation - Whitelist - Singapore - Aggregator – Content Version 2](#)

Note:

1. **This is only for Whitelisted Sender ID that is already whitelisted with SGNIC.**
2. All documents provided should be in **PDF format**
3. **Sender ID is case sensitive**; hence the Sender ID must be the same throughout the letters (e.g., if Sender ID is LAZADA, it should be LAZADA for all and not Lazada)
4. **Do not change any content in the template**

Direct Client

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Direct Client

Letter of Authorisation - Whitelist - Singapore - Direct Client - Content Version 2

Guide

- A. Provide Company letterhead
- B. Fill in Company name and Company Address
- C. Update to Current Date
- D. Fill in Company name, Short Name of Company and Company UEN number
- E. Fill in Short name of Company
- F. Fill in Short name of Company
- G. Fill in Short name of Company
- H. Fill in Short name of Company
- I. Fill in the following:
 - **Sender ID** (Whitelisted Sender ID only)
 - **Purpose** (Provide the relevant traffic type: OTP / Notification / Marketing)
 - **Content** (Provide the relevant content based on traffic type. Full URL is required if there is any)
- J. Fill in Company Name
- K. Provide Name of Authorised Signatory, Designation, Signature and Company Stamp (required) *(Note: If there is no Company stamp, a valid DocuSign is acceptable)*

Insert Letterhead

→ A

Company Name of Client
 Address
 Address

→ B

Letter of Authorization

6 February 2023 → C

This is to certify that 8x8 International Pte Ltd is authorized to use the Sender IDs ("SIDs") to send A2P SMS on behalf of Company Name of Client (Short Name of Company), <INSERT UEN Number> → D

E ← Short Name of Company represents and warrants that the SIDs specified below and any and all title, rights and interest thereto are owned by Short Name of Company and that no other person or entity has the right to use or cause the distribution thereof as SIDs. → F

G ← Short Name of Company hereby undertakes that it shall hold Singapore mobile operators, 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 title, ownership or any other interest with respect to the use of the specified SIDs below as Short Name of Company masked name, trade name, trademark, domain name, or any name/designation. → H

Sender ID	Purpose of SMS Blast	Content
1. Ex: Smart	Client Notifications	
2.		
3.		

Notes:

- Feel free to add more rows if you have more SIDs.
- 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. Special characters are not allowed.
- SIDs should be linked to the Company Name/Brand/Identity to easily identify the SMS sender.
- 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.

↑ J

I hereby warrant that I am duly authorized by Company Name of Client to sign this Letter of Authorization on its behalf.

Submitted By:

Signature and Company Stamp

Name of Client's Authorized Signatory
 Designation
 Company Name of Client

On behalf of:

 Oscar Lee
 Vice President Carrier Relations
 8x8 International Pte Ltd

← K

8x8 International Pte Ltd | 1 George Street, #22-03/04 One George Street, Singapore 049145 | hello-asia@8x8.com

UEN: 201019122K | www.8x8.com/cpaas

Non-Direct Client

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Non-Direct Client

Letter of Authorisation - Whitelist - Singapore - Direct Client - Content Version 2 (End-client to Aggregator/Authorized Agent)

Guide

- A. Provide **end-client's** Company letterhead
- B. Fill in **end client's** Company name and Company Address
- C. Update to Current Date
- D. Change to **Aggregator/Authorized Agent's** Company Name
- E. Fill in **end-client's** Company name, Short Name of Company and Company UEN number
- F. Fill in Short name of **end-client's** Company
- G. Fill in Short name of **end-client's** Company
- H. Fill in Short name of **end-client's** Company
- I. Fill in Short name of **end-client's** Company
- J. Fill in the following:
 - **Sender ID** (Whitelisted Sender ID only)
 - **Purpose** (Provide the relevant traffic type: OTP / Notification / Marketing)
 - **Content** (Provide the relevant content based on traffic type. Full URL is required if there is any)
- K. Fill in Short name of **end-client's** Company
- L. Provide Name of **end-client's** Authorised Signatory, Designation, Signature and Company Stamp (required) *(Note: If there is no Company stamp, a valid DocuSign is acceptable)*
- M. Provide Name of **Aggregator/Authorized Agent's** Authorised Signatory, Designation, Signature and Company Stamp (required) *(Note: If there is no Company stamp, a valid DocuSign is acceptable)*

Letter of Authorization

6 February 2023

This is to certify that **8x8 International Pte Ltd** is authorized to use the Sender IDs ("SIDs") to send A2P SMS on behalf of **Company Name of Client ("Short Name of Company")**, **<INSERT UEN Number>**

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

Accordingly, **Short Name of Company** hereby undertakes that it shall hold Singapore mobile operators, 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 title, ownership or any other interest with respect to the use of the specified SIDs below as **Short Name of Company** masked name, trade name, trademark, domain name, or any name/designation.

Sender ID	Purpose of SMS Blast	Content
1. Ex: Smart	Client Notifications	
2.		
3.		

Notes:

- Feel free to add more rows if you have more SIDs.
- 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. Special characters are not allowed.
- SIDs should be linked to the Company Name/Brand/Identity to easily identify the SMS sender.
- 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.

I hereby warrant that I am duly authorized by **Company Name of Client** to sign this Letter of Authorization on its behalf.

Submitted By: **Signature and Company Stamp**

On behalf of: **Signature and Company Stamp**

Name of Client's Authorized Signatory
Designation
Company Name of Client

Oscar Lee
Vice President Carrier Relations
8x8 International Pte Ltd

Letter of Authorisation - Whitelist - Singapore - Authorised Agent - Content (Page 1)

Guide

- A. Provide **Authorized Agent's** company letterhead
- B. Fill in **Authorized Agent's** Company name and Company Address
- C. Update to current date
- D. Fill in Name of Authorized Signatory in **Authorized Agent's** Company
- E. Fill in City and Country of Authorized Signatory in **Authorized Agent's** Company
- F. Fill in **Authorized Agent's** Company Name
- G. Fill in **Merchant's** Company name
- H. Fill in Short name of **Authorized Agent's** Company name
- I. Fill in Short name of **Authorized Agent's** Company name
- J. Fill in Short name of **Authorized Agent's** Company name
- K. Fill in the following:
 - **Sender ID** (Whitelisted Sender ID only)
 - **Purpose** (Provide the relevant traffic type: OTP / Notification / Marketing)
 - **Content** (Provide the relevant content based on traffic type. Full URL is required if there is any)

Insert Letterhead → A

Company Name of Authorised Agent
Address
Address → B

Letter of Authorisation and Undertaking

14 September 2023 → C

D I, (name/complete title), resident of (City), (Country), acting hereunder in my capacity as
F Legal Representative of (Company Name of Authorised Agent), (herein after referred to as
the "Authorised Agent"), hereby undertake that we have all the necessary authorisations,
approvals and/or licences required to deliver A2P SMS for (Merchant Company name) using
8x8 International Pte Ltd (8x8). → G

Accordingly, we have provided and submitted the related Letter(s) of Authorisation from the
Client(s) who owns the Sender ID/s.

We undertake to comply with all applicable laws (including, but not limited to, as they relate
to fraud, spam and smishing) and to indemnify and hold harmless 8x8, Singapore Mobile
Operators, their directors, stockholders, officers, employees and agents against any and all
actions, claims, fines or losses incurred as a result of a breach of applicable laws and
regulations.

In no event shall (Short Company Name of Authorised Agent) communicate spam related
I activities through SMS and (Short Company Name of Authorised Agent) pledges not to send
spam, fake or any messages considered unlawful, fraudulent, inappropriate or anything
outside of the intended purposes. (Short Company Name of Authorised Agent) undertakes to
J take full responsibility for any legal consequences or liabilities arising from the messages
contained in these Sender Names.

Examples of the messages may include, but not limited to:

K

Sender ID	Purpose of SMS	Content
	OTP/NTF/MKT	

Notes:

- Feel free to add more rows if you have more SIDs.
- 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. Special characters are not allowed.

Letter of Authorisation - Whitelist - Singapore - Authorised Agent - Content (Page 2)

- L. Fill in Company Name of **Authorised Agent**
- M. Provide Name of **Aggregator/Authorized Agent's** Authorised Signatory, Designation, Signature and Company Stamp (required) *(Note: If there is no company stamp, a valid DocuSign is acceptable)*

- SIDs should be linked to the Company Name/Brand/Identity to easily identify the SMS sender.
- 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.

I hereby warrant that I am duly authorised by [**Company Name of Authorised Agent**] → **L**
 Authorised Agent] to sign this Letter of Authorisation on its behalf.

Submitted By: _____ On behalf of: _____

<signature & company stamp>

M ← _____
Name of Authorised Agent's Authorised Signatory
Designation
Company Name of Client

 Oscar Lee
 Vice President Carrier Relations
 8x8 International Pte Ltd



Letter of Authorisation - Whitelist - Singapore - Aggregator – Content Version 2 (Page 1)

Guide

- A. Provide **Aggregator's** company letterhead
- B. Fill in **Aggregator's** Company name and Company Address
- C. Update to current date
- D. Fill in Name of Authorized Signatory in **Aggregator's** Company
- E. Fill in City and Country of Authorized Signatory in **Aggregator's** Company
- F. Fill in **Aggregator's** Company Name
- G. Fill in **Merchant's** Company name
- H. Fill in Short name of **Aggregator's** Company name
- I. Fill in Short name of **Aggregator's** Company name
- J. Fill in Short name of **Aggregator's** Company name
- K. Fill in the following:
 - **Sender ID** (Whitelisted Sender ID only)
 - **Purpose** (Provide the relevant traffic type: OTP / Notification / Marketing)
 - **Content** (Provide the relevant content based on traffic type. Full URL is required if there is any)

Insert Letterhead → **A**

Company Name of Aggregator → **B**
 Address
 Address

Letter of Authorisation and Undertaking

5 September 2023 → **C**

D ← I, **[name/complete title]**, resident of **[City], [Country]**, acting hereunder in my capacity as **E**
F ← Legal Representative of **[Company Name of Aggregator]** (herein after referred to as the "Aggregator"), hereby undertake that we have all the necessary authorisations, approvals and/or licences required to deliver A2P SMS for **[Merchant Company name]** using **8x8** → **G**
International Pte Ltd (8x8)

Accordingly, we have provided and submitted the related Letter(s) of Authorisation from the Client(s) who owns the Sender ID/s.

We undertake to comply with all applicable laws (including, but not limited to, as they relate to fraud, spam and smishing) and to indemnify and hold harmless 8x8, Singapore Mobile Operators, their directors, stockholders, officers, employees and agents against any and all actions, claims, fines or losses incurred as a result of a breach of applicable laws and regulations.

H ← In no event shall **[Short Company Name of Aggregator]** communicate spam related activities through SMS and **[Short Company Name of Aggregator]** pledges not to send spam, fake or any messages considered unlawful, fraudulent, inappropriate or anything outside of **I**
J ← the intended purposes. **[Short Company Name of Aggregator]** undertakes to take full responsibility for any legal consequences or liabilities arising from the messages contained in these Sender Names.

Examples of the messages may include, but not limited to:

Sender ID	Purpose of SMS	Content
	OTP/NTF/MKT	

K

Notes:

- Feel free to add more rows if you have more SIDs.
- 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. Special characters are not allowed.

Letter of Authorisation - Whitelist - Singapore - Aggregator – Content Version 2 (Page 2)

- L. Fill in Company Name of **Aggregator**
- M. Provide Name of Aggregator’s Authorised Signatory’s name, Designation, Signature and Company Stamp (required)
(Note: If there is no company stamp, a valid DocuSign is acceptable)

- SIDs should be linked to the Company Name/Brand/Identity to easily identify the SMS sender.
- 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.

I hereby warrant that I am duly authorised by **Company Name of Aggregator** [Aggregator] to sign this Letter of Authorization on its behalf.

Submitted By: _____ On behalf of: _____

<signature & company stamp>

M ← _____

Name of Client's Authorised Signatory

Designation

Company Name of Client

Oscar Lee
Vice President Carrier Relations
8x8 International Pte Ltd