

Guide on filling up LOA towards Australia

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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

Requirements towards Australia

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

1. [Letter of Authorisation - Australia](#)

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

****Chained LOA required****

1. [Letter of Authorisation – Australia \(End-client authorising Aggregator/Authorized Agent\)](#)
2. [Letter of Authorisation – Australia – Aggregator Version \(Aggregator/Authorized Agent to 8x8\)](#)

Note:

1. All documents provided should be in **PDF format**
2. **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)
3. **Do not change any content in the template**

Direct Client

DO NOT COPY

Direct Client

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

Guide

- A. Provide client's Company letterhead
- B. Fill in Client's Company name and Company Address
- C. Update to current date
- D. Fill in client's Company name and short name of Company
- E. Fill in short name of company
- F. Fill in the following:
 - **Sender ID** (Alphanumeric only, minimum 3 and maximum 11 characters including spacing)
 - **Purpose of SMS Blast** (Provide the relevant traffic type: OTP / Notification / Marketing)
 - **Company Website** (URL link of the client's Company website)
 - **Content** (Provide the relevant content based on traffic type. Full URL is required if there is any)
- G. Fill in client's Company name
- H. Signature of Authorized Signatory and company stamp here
(Note: If there is no company stamp, a valid DocuSign is acceptable)
- I. Fill in Authorized Signatory's name, designation and client's Company name

Insert Letterhead

→ A

Company Name of Client
Address
Address

→ B

Letter of Authorization

25 October 2023

→ C

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

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. → E

Accordingly, **Short Name of Company** hereby undertakes that it shall hold 8x8, Australia 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. → E

Absolutely no spam related activities thru SMS will be part of our communication plan. **Short Name of Company** pledges not to send spam, fake or any messages considered unlawful, fraudulent, inappropriate or anything outside of the intended purposes, and will take a full responsibility for any legal consequences or liabilities arising from the messages contained in these Sender Names. → E

Sender ID	Purpose of SMS Blast	Company Website	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. → G

Signature and Company Stamp

→ H

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

→ I

Oscar Lee
Vice President Carrier Relations
8x8 International Pte Ltd

Non-Direct Client

DO NOT COPY

Non-Direct Client

Letter of Authorisation – Australia (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 and short name of company
- E. Fill in **end client's** Company name and short name of Company
- F. Fill in short name of **end-client's** Company
- G. Fill in short name of **Aggregator/Authorized Agent's** company
- H. Fill in short name of **end-client's** Company
- I. Fill in the following:
 - **Sender ID** (Alphanumeric only, minimum 3 and maximum 11 characters including spacing)
 - **Purpose of SMS Blast** (Provide the relevant traffic type: OTP / Notification / Marketing)
 - **Company Website** (URL website)
 - **Content** (Provide the relevant content based on traffic type. Full URL is required if there is any)
- J. Fill in **end-client's** Company name
- K. Signature of Authorized Signatory and company stamp from **end-client** here (*Note: If there is no company stamp, a valid DocuSign is acceptable*)
- L. Fill in Authorized Signatory's name, designation and Company Name of **end-client**
- M. Signature of Authorized Signatory and company stamp from **Aggregator/Authorized Agent** here (*Note: If there is no company stamp, valid docusign is acceptable*)
- N. Change to Authorized Signatory's name, designation and Company Name of **Aggregator/Authorized Agent**

Insert Letterhead

→ A

Company Name of Client
Address
Address

→ B

Letter of Authorization

25 October 2023

→ C

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

→ E

F ← **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 ←

F ← Accordingly, **Short Name of Company** hereby undertakes that it shall hold **8x8**, Australia 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. → G

→ H

Absolutely no spam related activities thru SMS will be part of our communication plan. **Short Name of Company** pledges not to send spam, fake or any messages considered unlawful, fraudulent, inappropriate or anything outside of the intended purposes, and will take a full responsibility for any legal consequences or liabilities arising from the messages contained in these Sender Names. → H

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

→ I

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 → K

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

On behalf of:

→ M

Oscar Lee
Vice President Carrier Relations
8x8 International Pte Ltd → N

Letter of Authorisation – Australia – Aggregator Version (Aggregator/Authorized Agent to 8x8)

Guide

- A. Provide **Aggregator/Authorized Agent's** company letterhead
- B. Fill in **Aggregator/Authorized Agent's** Company name and Company Address
- C. Update to current date
- D. Fill in name and title/designation of Authorized Signatory
- E. Fill in **Aggregator/Authorized Agent's** Company name and short Company name
- F. Fill in short Company name of **Aggregator/Authorized Agent**
- G. Fill in the brand name of **end-client**
- H. Fill in short name of **Aggregator/Authorized Agent's** Company name
- I. Fill in the following:
 - **Sender ID** (Alphanumeric only, minimum 3 and maximum 11 characters including spacing)
 - **Purpose of SMS Blast** (Provide the relevant traffic type: OTP / Notification / Marketing)
 - **Company Website** (URL link of the client's Company name website)
 - **Content** (Provide the relevant content based on traffic type. Full URL is required if there is any)
- J. Fill in short name of **Aggregator/Authorized Agent's** Company name
- K. Signature of Authorized Signatory and company stamp from **Aggregator/Authorized Agent** here *(Note: If there is no company stamp, a valid DocuSign is acceptable)*
- L. Fill in Authorized Signatory's name, designation and company name of **Aggregator/Authorized Agent**

Letter of Authorization

A → Insert Letterhead

B → Company Name of Aggregator
Address
Address

C → 7 November 2023

D → I, [name/complete title] as an authorised signatory of [company name of aggregator who is sending message] (Short Company Name of Aggregator) hereby undertake that [Short Company Name of Aggregator] have all the necessary consents, approvals and/or licences required to send A2P SMS on behalf of [name of company brand being used] for all outgoing SMS as sender ID.

E → Letter of Authorization

F → [Short Company Name of Aggregator]

G → [name of company brand being used]

H → Accordingly, [Short Company Name of Aggregator] hereby undertakes that it shall indemnify and hold harmless 8x8 International Pte Ltd, Australia mobile operators, their directors, stockholders, officers, employees and agents 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 [name of company brand being used] company masked name, trade name, trademark, domain name, or any name/designation.

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 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.

Sender ID	Purpose of SMS Blast	Company Website	Content
1. Exc Smart	Client Notifications		
2.			
3.			

I →

J → By providing this document, [Short Company Name of Aggregator] confirms that it has read and will commit to the guidelines that is provided by the Australian Communications and Media Authority (ACMA) via the following link: <https://www.acma.gov.au/avoid-sending-spam#identify-yourself>

J → [Short Company Name of Aggregator] certifies, hereby, that it will be responsible for any infraction of these rules, and irrevocably bear any consequences imposed by ACMA or Australian's courts.

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

Submitted By: _____ On behalf of: _____

K → Signature and Company Stamp

L → Name of Aggregator's Authorized Signatory
Designation
Company Name of Aggregator

Oscar Lee
Vice President Carrier Relations
8x8 International Pte Ltd