NZ Short Code Application

Please ensure understand the following when sending to NZ-

* Codes must be dedicated to the message content provider.
* NZ Networks do not accept Sender ID’s. Messages are identified by the Code.
* The name of the message “Content” provider must be included in the message.
* When using a Std Rated code, if a response is expected the message content must include - “StdChgApply”.
* When the message contains a URL the message content must include -“Data$Apply”.
* You must be able to show how the handset owner “Opts-In” to receive messages. This would be a “tick” box. Networks do not accept this being just in the T&C’s.
* Promotional messages must identify a mechanism to “Opt-Out” in the message content. Opt-Out must be free to the handset owner, unless stated in T&C’s as part of Opt-In process. In this case message must Include “StdChgApply”.
* When using a Std-Rated code the charges must be listed in the Customer T&C’s

Example: Responding to an SMS incurs the following charge - Vodafone, Skinny, Spark 20c. 2 Degrees 9c

* You must not send Unsolicited messages.
* Phishing is illegal and can result in the Networks blocking your codes.

For example, Banks & Courier companies being used as Content providers with a generic URL in the message content. These organisations in NZ don’t use ‘Shared’ codes and most likely will be dealing with a NZ SMS provider with routes directly to the Networks.

Example: MT sent from ABC Ltd -

Thank you for subscribing for ABC Limited promotions. Please visit our website for current deals spec.abc.com/ (Data$Apply). Please txt “STOP” to opt out (StdChgApply)

Please let us know if you have any questions.

|  |  |  |  |
| --- | --- | --- | --- |
| Company Name | |  | |
| Company Address | |  | |
| Requestor | | | |
| Full Name |  | | |
| Position |  | | |
| Phone |  | | |
| Mobile |  | | |
| Email |  | | |
| Address |  | | |
| Service Details | | | |
| Name of the Service | | |  |
| Go live date | | |  |
| Message Content Provider | | |  |
| Fully describe the proposed message service | | |  |
| Example message | | |  |
| Process to Opt In | | | Please provide Screenshot or URL as evidence |
| Process to Opt Out | | |  |
| Cost of the service | | | FTEU (No cost to Handset for MO response)  or  Std (Handset charged Carrier rate for MO) |
| Gateway (Existing Customers) | | | Add to current Gateway  Or  Create new Gateway |
| How will the service be advertised | | |  |
| Expected volumes daily or weekly | | |  |
| Peak times and expected volumes | | |  |
| 0800/0508 number for User queries | | |  |
| Website for User reference | | |  |
| FOR NEW CUSTOMER ACCOUNTS | | | |
| Contacts: | | | Commercial:  Accounts :  Support : |
| API Type: | | | SMPP (TLS / AWS Direct / VPN)  REST  HTTP |

**Advertising:**

Your selected short code will be reserved with 8x8 International Pte Ltd until the service request has been submitted and approved by the Operators.

The placement in advertising of this short code (prior to carrier approval) in any materials is entirely at your own risk. Please let us know if you have any deadlines for advertising.

**Declaration:**

I confirm that the information provided on this application form is correct and accurately describes the intended use for the services to be provided.

I confirm that I have read, understood and agree to abide by the Telecommunications Carriers Forum Mobile Messaging Services Code, found here -

<https://www.tcf.org.nz/industry/standards-compliance/mobile-phone-services/messaging-services/>.

I confirm that I have read, understood and agree to abide by the 8x8 International Pte Ltd Acceptable Use Policy, found here – [2022 10 8x8\_AUP\_Aust and NZ version.pdf](file:///C:\Users\gtiang\AppData\Local\Temp\Temp1_NZ%20SC.zip\NZ%20SC\2022%2010%208x8_AUP_Aust%20and%20NZ%20version.pdf)



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| Signed | |
| Printed Name: |  |
| Position: |  |
| Date: |  |
| Signature: |  |