

Optus Message Flow Shortcode Infringements and Actions Required				
		<i>Infringements</i>	<i>Severity</i>	<i>Actions Required</i>
Subscription Request [not required for MO-originated]	<i>Programme</i>	Failure to send subscription request message 4.4.2	1	Send subscription request message, instructing customer to send MO message to shortcode
		Unapproved Optus endorsement or use of Optus name 4.4.2	1	Remove Optus endorsement or Optus name
		No message quantity 4.4.2	1	Display actual message quantity for which customer will be billed per charge period
		Failure to preface subscription request message with "FreeMsg" 4.4.2	2	Preface all subscription request messages with "FreeMsg"
		Misrepresentation of product offering 3.1.11	2	Display references to product type accurately, consistently, among all messages and ad
		Misrepresentation of product quantity 3.1.11	2	Display product quantity accurately, consistently, among all messages and ad
		Failure to identify service 4.4.2	2	Display service name
		Failure to identify service clearly 4.4.2	3	Display service name consistently in all messages and ad
		Failure to disclose clearly duration of "free" period 3.1.9	3	State clearly duration of period during which service is delivered free of charge
	<i>Pricing</i>	No pricing 4.4.2	1	Display full, accurate pricing in prescribed format: \$XX.XX
		No mention of signup cost 4.4.2	1	Disclose signup cost
		Unclear pricing 4.4.2	2	Display full, accurate pricing in prescribed format: \$XX.XX
		Conflicting pricing 4.4.2	2	Display pricing accurately, consistently, in prescribed format in all messages and ad: \$XX.XX
		Use of the term <i>free</i> , implying product comes without charge 3.1.9	2	Remove the term <i>free</i>
	<i>Subscription</i>	No subscription disclosure 4.4.2	1	Disclose subscription nature of offer
		No subscription charge period 4.4.2	2	Display subscription charge period
		Unclear subscription charge period 4.4.2	2	Express subscription charge period per time interval such as day, week, or month
	<i>T&Cs</i>	No content provider contact details 4.4.9	1	Display content provider contact details in Australia
		No local-charge or free-call Helpline number 4.4.2	1	Display local-charge or free-call Helpline number
		Alphanumeric Helpline number 4.4.2	1	Display local-charge or free-call Helpline number entirely in numerals (no letters)
Subscription Confirmation	<i>Programme</i>	Failure to send subscription confirmation message 4.4.3	1	Send subscription confirmation message
		Failure to require double opt-in 4.4.3	1	Require customer to send MO message to shortcode before sending billed MT
		Subscription confirmation message sent as WAP push 4.4.3	1	Send subscription confirmation message as standard SMS message only
		Unapproved Optus endorsement or use of Optus name 4.4.3	1	Remove Optus endorsement or Optus name
		No message quantity 4.4.3	1	Display actual message quantity for which customer will be billed per charge period
		Contains unauthorised marketing elements 3.2.5	1	Remove unauthorised marketing elements from subscription confirmation message
		Failure to preface subscription confirmation message with "FreeMsg" 4.4.3	2	Preface all subscription confirmation messages with "FreeMsg"
		Misrepresentation of product offering 3.1.11	2	Display references to product type accurately, consistently, among all messages and ad
		Misrepresentation of product quantity 3.1.11	2	Display product quantity accurately, consistently, among all messages and ad
		Failure to identify service 4.4.3	2	Display service name
		Failure to identify service clearly 4.4.3	3	Display service name consistently among all messages and ad

Optus Message Flow Shortcode Infringements and Actions Required <i>continued</i>				
		<i>Infringements</i>	<i>Severity</i>	<i>Actions Required</i>
Subscription Confirmation <i>continued</i>	<i>Programme continued</i>	Failure to disclose clearly duration of "free" period 3.1.9	3	State clearly duration of period during which service is delivered free of charge
	<i>Pricing</i>	No pricing 4.4.3	1	Display full, accurate pricing in prescribed format: \$XX.XX
		No mention of signup cost 4.4.3	1	Disclose signup cost
		Unclear pricing 4.4.3	2	Display full, accurate pricing in prescribed format: \$XX.XX
		Conflicting pricing 4.4.3	2	Display pricing accurately, consistently, in prescribed format among all messages and ad: \$XX.XX
		Use of the term <i>free</i> , implying product comes without charge 3.1.9	2	Remove the term <i>free</i>
	<i>Subscription</i>	No subscription disclosure 4.4.3	1	Disclose subscription nature of offer
		No subscription charge period 4.4.3	2	Display subscription charge period
		Unclear subscription charge period 4.4.3	2	Express subscription charge period per time interval such as day, week, or month
	<i>T&Cs</i>	No content provider contact details 4.4.9	1	Display content provider contact details in Australia
		No local-charge or free-call Helpline number 4.4.3	1	Display local-charge or free-call Helpline number
		Alphanumeric Helpline number 4.4.3	1	Display local-charge or free-call Helpline number entirely in numerals (no letters)
		No unsubscribe information 4.4.3	1	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"
		Unclear unsubscribe information 4.4.3	2	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"
		Incorrect unsubscribe information 4.1.6	2	Display <i>STOP</i> as unsubscribe command
	Non-subscription WAP Purchase Confirmation	<i>Programme</i>	Failure to send purchase confirmation message 4.3.2	1
Unapproved Optus endorsement or use of Optus name 4.3.2			1	Remove Optus endorsement or Optus name
Contains unauthorised marketing elements 3.2.5			1	Remove unauthorised marketing elements from purchase confirmation message
Failure to preface purchase confirmation message with "FreeMsg" 4.3.2			2	Preface all purchase confirmation messages with "FreeMsg"
Failure to identify service 4.3.2			2	Display service name
Failure to identify service clearly 4.3.2			3	Display service name consistently in all messages and ad
Multiple purchase confirmation messages 4.3.2			3	Refrain from sending more than one purchase confirmation message per customer request
<i>Pricing</i>		No pricing 4.3.2	1	Display full, accurate pricing in prescribed format: \$XX.XX
		Conflicting pricing 4.3.2	2	Display pricing accurately, consistently, in prescribed format among all messages and ad: \$XX.XX
		Unclear pricing 4.3.2	3	Display full, accurate pricing in prescribed format: \$XX.XX
		Use of the term <i>free</i> , implying product comes without charge 3.1.9	3	Remove the term <i>free</i>
<i>T&Cs</i>	No local-charge or free-call Helpline number 4.3.2	3	Display local-charge or free-call Helpline number	
	Alphanumeric Helpline number 4.3.2	3	Display local-charge or free-call Helpline number entirely in numerals (no letters)	
\$30 Expend Update	<i>Programme</i>	Failure to send \$30 expenditure update 4.3.4; 4.4.5	1	Send expenditure update each time customer incurs \$30 in mobile content fees during single calendar month
		\$30 expenditure update sent as WAP push 4.3.4; 4.4.5	1	Send \$30 expenditure updates as standard SMS message only
		Unapproved Optus endorsement or use of Optus name 4.3.5; 4.4.6	1	Remove Optus endorsement or Optus name
		Contains unauthorised marketing elements 3.2.5	1	Remove unauthorised marketing elements from \$30 expenditure update

Optus Message Flow Shortcode Infringements and Actions Required <i>continued</i>				
		<i>Infringements</i>	<i>Severity</i>	<i>Actions Required</i>
\$30 Expenditure Update continued	<i>Programme continued</i>	Failure to preface expenditure update with "FreeMsg" 4.3.5; 4.4.6	2	Preface all expenditure updates with "FreeMsg"
		Failure to identify service 4.3.5; 4.4.6	3	Display service name or shortcode
		Failure to identify service clearly 4.3.5; 4.4.6	3	Display service name consistently among all messages and ad
	<i>Subscription</i>	No subscription disclosure 4.4.6	1	Disclose subscription nature of offer
	<i>T&Cs</i>	No content provider contact details [subscription services only] 4.4.9	1	Display content provider contact details in Australia
		No local-charge or free-call Helpline number [subscription services only] 4.4.6	1	Display local-charge or free-call Helpline number
		Alphanumeric Helpline number 4.4.6	1	Display local-charge or free-call Helpline number entirely in numerals (no letters)
		No unsubscribe information [subscription services only] 4.4.6	1	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"
		Unclear unsubscribe information [subscription services only] 4.4.6	2	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"
		Incorrect unsubscribe information [subscription services only] 4.4.6	2	Display <i>STOP</i> as unsubscribe command
30-Day Reminder [subscription only]	<i>Programme</i>	Failure to send 30-day reminder 4.4.7	1	Send 30-day reminder to subscription customers who have not had occasion to receive \$30 expenditure update during single calendar month
		30-day reminder sent as WAP push 4.4.7	1	Send 30-day reminders as standard SMS message only
		Unapproved Optus endorsement or use of Optus name 4.4.8	1	Remove Optus endorsement or Optus name
		Contains unauthorised marketing elements 3.2.5	1	Remove unauthorised marketing elements from 30-day reminder
		Failure to preface reminder with "FreeMsg" 4.4.8	2	Preface all reminders with "FreeMsg"
		Failure to identify service 4.4.8	2	Display service name
		Failure to identify service clearly 4.4.8	3	Display service name consistently in all messages and ad
	<i>Pricing</i>	No pricing 4.4.8	1	Display full, accurate pricing in prescribed format: \$XX.XX
		Conflicting pricing 4.4.8	2	Display pricing accurately, consistently, in prescribed format among all messages and ad: \$XX.XX
		Unclear pricing 4.4.8	3	Display full, accurate pricing in prescribed format: \$XX.XX
		Use of the term <i>free</i> , implying product comes without charge 3.1.9	3	Remove the term <i>free</i>
	<i>Subscription</i>	No subscription charge period 4.4.8	2	Display subscription charge period
		Unclear subscription charge period 4.4.8	2	Express subscription charge period per time interval such as day, week, or month
	<i>T&Cs</i>	No content provider contact details 4.4.9	1	Display content provider contact details in Australia
		No local-charge or free-call Helpline number 4.4.8	1	Display local-charge or free-call Helpline number
		Alphanumeric Helpline number 4.4.8	1	Display local-charge or free-call Helpline number entirely in numerals (no letters)
		No unsubscribe information 4.4.8	1	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"
		Unclear unsubscribe information 4.4.8	2	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"
		Incorrect unsubscribe information 4.4.8	2	Display <i>STOP</i> as unsubscribe command

ψ Cite only when service name is displayed unclearly, not when shortcode is displayed.

Optus Message Flow Shortcode Infringements and Actions Required <i>continued</i>				
		<i>Infringements</i>	<i>Severity</i>	<i>Actions Required</i>
Chat Warning	Programme	Contains unauthorised marketing elements 3.2.5	1	Remove unauthorised marketing elements from chat warning message
		Failure to send chat service warning message 4.1.7	3	Send chat service warning message alerting customer to potential dangers of disclosing personal details via chat
		Failure to identify service clearly 3.1.11	3	Display service name consistently in all messages and ad
		Failure to alert customer to potential dangers of disclosing personal details via chat 4.1.7	3	Express in chat warning message potential dangers of disclosing personal details via chat
Chat Welcome [non-subscription only]	Programme	Failure to send chat service welcome message 4.3.6	1	Send chat service welcome message
		Contains unauthorised marketing elements 3.2.5	1	Remove unauthorised marketing elements from chat welcome message
		Misrepresentation of message quantity 3.1.11	1	Display actual message quantity for which customer will be billed per charge period
		Misrepresentation of product offering 3.1.11	2	Display references to product type accurately, consistently, among all messages and ad
		Failure to identify service 4.3.6	2	Display service name
		Failure to identify service clearly 4.3.6	3	Display service name consistently in all messages and ad
		Failure to preface chat service welcome message with "FreeMsg" 4.3.6	3	Preface all chat service welcome messages with "FreeMsg"
	Pricing	No pricing 4.3.6	1	Display full, accurate pricing in prescribed format: \$XX.XX
		Unclear pricing 4.3.6	2	Display full, accurate pricing in prescribed format: \$XX.XX
		Conflicting pricing 4.3.6	2	Display pricing accurately, consistently, in prescribed format among all messages and ad: \$XX.XX
		Use of the term <i>free</i> , implying product comes without charge 3.1.9	3	Remove the term <i>free</i>
	T&Cs	No local-charge or free-call Helpline number 4.3.6	1	Display local charge or free-call Helpline number
		Alphanumeric Helpline number 4.3.6	1	Display local-charge or free-call Helpline number entirely in numerals (no letters)
		No charge period 4.3.6	3	Display charge period
		Unclear charge period 4.3.6	3	Express charge period per message or per message pair
	Paid	Programme	Failure to preface paid message with "\$Msg"§ 5.2.5	1
Free Period	Programme	Failure to send message that "free" period is over 3.1.9	1	Send message notifying customer that "free" period is over and charges will commence
		Contains unauthorised marketing elements 3.2.5	1	Remove unauthorised marketing elements from "free" period message
		Failure to preface "free" period message with "FreeMsg" 3.1.9	2	Preface all "free" period messages with "FreeMsg"
	T&Cs	No content provider contact details [subscription services only] 4.4.9	1	Display content provider contact details in Australia
		No local-charge or free-call Helpline number 3.1.9	1	Display local-charge or free-call Helpline number
		Alphanumeric Helpline number 3.1.9	1	Display local-charge or free-call Helpline number entirely in numerals (no letters)

*Cite only for post-pay customers.

◇Subject to immediate escalation to Optus.

§Cite when the mobile content fee for an MT message is higher than the standard charge for receiving an SMS or MMS message, except for MT messages sent as part of a chat service.

Optus Message Flow Shortcode Infringements and Actions Required <i>continued</i>					
		<i>Infringements</i>	<i>Severity</i>	<i>Actions Required</i>	
Free Period continued	<i>T&Cs continued</i>	No unsubscribe information 3.1.9	1	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"	
		Unclear unsubscribe information 3.1.9	2	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"	
		Incorrect unsubscribe information 3.1.9	2	Display <i>STOP</i> as unsubscribe command	
		Failure to disclose clearly duration of "free" period 3.1.9	3	State clearly duration of period during which service is delivered free of charge	
	<i>Charges and Billing</i>	No mention of impending charges 3.1.9	2	Remind customer to expect impending charges and the amount in prescribed format: \$XX.XX	
		Unclear impending charges 3.1.9	3	State amount of impending charges clearly in prescribed format: \$XX.XX	
Conflicting impending charges 3.1.9		3	Display impending charges accurately, consistently, in prescribed format: \$XX.XX		
Marketing	<i>Programme</i>	Unauthorised marketing message or messages [◇] 3.2.5	1	Refrain from sending marketing messages to customers who decline option or opt out	
		Message sender not identified 3.1.13	1	Identify message sender clearly and accurately in all marketing messages (identify content provider by name)	
		Unclear or inaccurate identification of message sender 3.1.13	1	Identify message sender clearly and accurately in all marketing messages (identify content provider by name)	
		Unapproved Optus endorsement or use of Optus name 3.1.11	1	Remove Optus endorsement or Optus name	
		Contains adult-related language or concepts 3.1.13	1	Remove adult-related language or concepts from all marketing messages	
		Failure to preface marketing message with "FreeMsg" 3.1.13	2	Preface all marketing messages with "FreeMsg"	
		Implies message is personal or suggests false imperative 3.1.13	2	Refrain from implying marketing message is personal or suggesting false imperative	
		Multiple marketing messages sent per week 3.1.14	2	Refrain from sending more than one marketing message per week	
	<i>Pricing</i>	No pricing 3.1.17	1	Display full, accurate pricing in prescribed format: \$XX.XX	
		Use of the term <i>free</i> , implying product comes without charge 3.1.9	2	Remove the term <i>free</i>	
	<i>T&Cs</i>	No unsubscribe information 3.1.13	1	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"	
		Unclear unsubscribe information 3.1.13	2	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"	
		Incorrect unsubscribe information 3.1.13	2	Display <i>STOP</i> as unsubscribe command	
	Error	<i>Programme</i>	Failure to send error message 5.1.8	1	Send message promptly informing customer that message has not been recognised
			Failure to preface error message with "FreeMsg" 5.1.8	2	Preface all error messages with "FreeMsg"
Failure to confirm error 5.1.8			2	Inform customer message has not been recognised	
Failure to identify service 5.1.8			2	Display service name	
Failure to identify service clearly 5.1.8			3	Display service name consistently in all messages and ad	
<i>T&Cs</i>		No local-charge or free-call Helpline number 5.1.8	1	Display local-charge or free-call Helpline number	

◇Subject to immediate escalation to Optus.

Optus Message Flow Shortcode Infringements and Actions Required <i>continued</i>				
		<i>Infringements</i>	<i>Severity</i>	<i>Actions Required</i>
Unsubscribe Confirmation Message [subs. only]	Programme	Failure to respond within one business day to customer message to STOP service 7.2.5	1	Send message promptly informing customer that service has been terminated and that no more messages will be sent
		Customer STOP message not recognised 7.2.4	1	Treat as STOP request any message containing the word "stop"
		Unapproved Optus endorsement or use of Optus name 3.1.11	1	Remove Optus endorsement or Optus name
		Contains unauthorised marketing elements 3.2.5	1	Remove unauthorised marketing elements from unsubscribe confirmation message
		Failure to preface unsubscribe confirmation message with "FreeMsg" 7.2.6	2	Preface cancellation confirmation message with "FreeMsg"
		Failure to confirm service termination 7.2.5	2	Inform customer that service has been terminated
		Failure to identify service Optus PSPP	2	Display service name
	Failure to identify service clearly Optus PSPP	3	Display service name consistently in all messages and ad	
T&Cs	No content provider contact details 4.4.9	1	Display content provider contact details in Australia	