

Telstra Message Flow Shortcode Infringements and Actions Required				
		<i>Infringements</i>	<i>Severity</i>	<i>Actions Required</i>
Subscription Request	Programme	Failure to send subscription request message 4.4.2	1	Send subscription request message, instructing customer to send MO message to shortcode confirming wish to subscribe (e.g., "Send YES to [shortcode]")
		Failure to impose charge for MO message Telstra rule	1	Impose nominal charge for all MO messages so they appear on customer's bill
		Unapproved Telstra endorsement or use of Telstra name 4.4.2	1	Remove Telstra endorsement or Telstra name
		Misrepresentation of product offering 3.1.11	1	Display references to product type accurately, consistently, among all messages and ad
		Misrepresentation of product quantity 3.1.11	1	Display product quantity accurately, consistently, among all messages and ad
		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"
		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
	Pricing	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	1	Display full, accurate pricing in prescribed format: \$XX.XX
		Conflicting pricing 4.4.2	1	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>
	Subscription	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
	T&Cs	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*	Programme	Failure to send subscription confirmation message 4.4.3	1	Send subscription confirmation message
		Failure to require double opt-in 4.4.3b	1	Do not send billed MT message unless customer first sends confirming MO message
		Subscription confirmation message sent as WAP push 4.4.3	1	Send subscription confirmation message as standard SMS message only
		Unapproved Telstra endorsement or use of Telstra name 4.4.3	1	Remove Telstra endorsement or Telstra name
		Failure to identify content provider 4.4.9	1	Identify content provider by name
		Misrepresentation of product offering 3.1.11	1	Display references to product type accurately, consistently, among all messages and ad
		Misrepresentation of product quantity 3.1.11	1	Display product quantity accurately, consistently, among all messages and ad
		No message quantity 4.4.3	1	Display actual message quantity for which customer will be billed per charge period

*Must contain sufficient information to enable the customer . . . to identify and contact the content supplier" [4.4.9 MPS Code] (e.g., entry in www.19sms.com.au).

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		<i>Infringements</i>	<i>Severity</i>	<i>Actions Required</i>	
Subscription Confirmation <i>continued</i>	<i>Programme continued</i>	Failure to preface subscription confirmation message with "FreeMsg" 4.4.3	2	Preface all subscription confirmation messages with "FreeMsg"	
		Contains marketing elements <i>Telstra rule</i>	2	Remove marketing elements from all subscription confirmation messages	
		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	
		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	Send purchase confirmation message, instructing customer to send MO message to shortcode
			Unapproved Telstra endorsement or use of Telstra name 4.3.2	1	Remove Telstra endorsement or Telstra 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	
		Unclear pricing 4.3.2	2	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	
		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 local-charge or free-call Helpline number 4.3.2	1	Display local-charge or free-call Helpline number	
	Alphanumeric Helpline number 4.3.2	1	Display local-charge or free-call Helpline number entirely in numerals (no letters)		

Telstra Message Flow Shortcode Infringements and Actions Required <i>continued</i>				
		<i>Infringements</i>	<i>Severity</i>	<i>Actions Required</i>
\$30 Expenditure Update	Programme	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 Telstra endorsement or use of Telstra name 4.3.5; 4.4.6	1	Remove Telstra endorsement or Telstra name
		Failure to preface expenditure update with "FreeMsg" 4.3.5; 4.4.6	2	Preface all expenditure updates with "FreeMsg"
		Contains marketing elements Telstra rule	2	Remove marketing elements from all reminders and updates
		Failure to identify service 4.3.5; 4.4.6	3	Display service name or shortcode
		Failure to identify service clearly ^ψ 4.3.5; 4.4.6	3	Display service name consistently in all messages and ad
	Subscription	No subscription disclosure 4.4.6	1	Disclose subscription nature of offer
	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 toll-free Helpline number [subscription services only] 4.4.6	1	Display local-charge or toll-free 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]	Programme	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 Telstra endorsement or use of Telstra name 4.4.8	1	Remove Telstra endorsement or Telstra name
		Failure to preface reminder with "FreeMsg" 4.4.8	2	Preface all reminders with "FreeMsg"
		Contains marketing elements Telstra rule	2	Remove marketing elements from all reminders and updates
		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
	Pricing	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>
	Subscription	No subscription disclosure 4.4.8	1	Disclose subscription nature of offer
		No subscription charge period 4.4.8	1	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

^ψCite only when service name is displayed unclearly, not when shortcode is displayed.

Telstra Message Flow Shortcode Infringements and Actions Required <i>continued</i>				
		<i>Infringements</i>	<i>Severity</i>	<i>Actions Required</i>
30-Day Reminder continued	T&Cs	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
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 preface chat service warning message with "FreeMsg" Telstra rule	3	Preface all chat service warning messages with "FreeMsg"
		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
		Failure to identify service 3.1.11; Telstra rule	3	Display service name
		Failure to identify service clearly 3.1.11; Telstra rule	3	Display service name consistently in all messages and ad
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 product offering 3.1.11	1	Display references to product type accurately, consistently, among all messages and ad
		Misrepresentation of message quantity 3.1.11	1	Display actual message quantity for which customer will be billed per charge period
		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	Preface all paid messages with "\$Msg"

\$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.

Telstra Message Flow Shortcode Infringements and Actions Required <i>continued</i>				
		<i>Infringements</i>	<i>Severity</i>	<i>Actions Required</i>
Free Period	<i>Programme</i>	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"
	<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 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)
		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
	<i>Charges and Billing</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
		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 Telstra endorsement or use of Telstra name 3.1.11	1	Remove Telstra endorsement or Telstra 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 without customer consent
	<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

Telstra Message Flow Shortcode Infringements and Actions Required <i>continued</i>				
		<i>Infringements</i>	<i>Severity</i>	<i>Actions Required</i>
Error	Programme	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
	T&Cs	No local-charge or free-call Helpline number 5.1.8	1	Display local-charge or free-call Helpline number
Unsubscribe Confirmation [subscription 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" or command to terminate service
		Unapproved Telstra endorsement or use of Telstra name 3.1.11; Telstra rule	1	Remove Telstra endorsement or Telstra 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 Telstra rule	2	Display service name
		Failure to identify service clearly Telstra rule	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
		No local-charge or free-call Helpline number Telstra rule	3	Display local-charge or free-call Helpline number
		Alphanumeric Helpline number Telstra rule	3	Display local-charge or free-call Helpline number entirely in numerals (no letters)