

Dear **Valued Customer**,

This is to inform you that TRA UAE has directed the telecom operators Du and Etisalat to implement a policy to control unsolicited promotional and marketing SMS. This policy will be implemented by 30th June, 2010. The telecom operators have notified us on the same and in turn we are notifying you to make your systems compliant with the below mentioned regulations.

The policy broadly requires you to implement (and comply with) the following:

- To ensure that you have Opt-in consent from all their your existing and new mobile customers to whom they are sending messages. Opt-in consent should be in a format that you will be able to show as proof in case a complaint is received against you.
- You also have to maintain your opt-in data base with opt-in proof for all your customers, as long as you are sending messages to that customer.
- You are only allowed to send messages to your customers (opt-in customers only) between 7 AM and 9 PM.
- You are not allowed to send messages to your customers asking them to send message(s) to or call a premium number(s)
- If you fail to comply then UAE Operators (Etisalat/DU) will have the option to block your account, temporarily or permanently with or without notice.

In line with the new regulations set by the UAE TRA, All SMS Bulk **marketing messages** are to be discontinued effective 09:00PM tonight 30-Jun-10.

Kindly Note: Non marketing, P2P, Transitional and notification messages can continue normally without disruption.

- All the registered customers (paid / unpaid) are requested to use the facility / service provided by TechMasters web based SMS service in a proper way
- Registered customers/ clients are requested not to send SPAM SMS to cell phone/mobile owners
- TechMasters offers a web based SMS Service to the registered customers to avail the facility to interact with their Family, Friends, Relatives, Customers, Clients, Employees and so.
- Registered corporate customers can promote their products and services to their registered customers who gave permission to receive SMS



- TechMasters have the right to terminated the account of any registered user if found doing SPAM
- TechMasters Requests its Clients / Customers / Registered users to make sure not to involve in Spamming and keep the website SPAM FREE
- If the clients / customers are interested to have their brand id to be displayed as a sender id, they can request us to do so (approval of sender id is purely decided by the management of PurchaseSMS.com)
- Sender id's are charged for the customers who are using the services offered by PurchaseSMS.com for their personal use / personal promotions
- PurchaseSMS.com will not give any guarantee on the sales expected by the clients / customers for their sms marketing / promotions done through the website.
- PurchaseSMS.com is purely a medium to send SMS. PurchaseSMS.com does not deal in generating sales / profits to the clients through the service

For further details please feel free to contact us on 04-2088534 or 050-2570561 or 055-7284742

Regards

Tech Masters Team