

Optus Message Flow Shortcode Infringements and Actions Required			
		<i>Infringements</i>	<i>Actions Required</i>
Subscription Purchase Request	<i>Programme</i>	Failure to send purchase request message 4.4.2	Send purchase request message, instructing customer to send MO message to shortcode
		Failure to preface purchase request message with "FreeMsg" 4.4.2	Preface all purchase request messages with "FreeMsg"
		Failure to identify service 4.4.2	Display service name
		Failure to identify service clearly 4.4.2	Choose one service name and cite it consistently throughout message flow
		Failure to identify content provider ψ 4.4.9	Identify content provider by name or shortcode
		No content provider contact details ψ 4.4.9	Display content provider contact details in Australia
	<i>Pricing</i>	No pricing 4.4.2	Display service pricing in \$
		No mention of signup cost 4.4.2	Disclose signup cost
		Unclear pricing 4.4.2	Display service and operator-specific pricing in \$
		Conflicting pricing 4.4.2	Reconcile, among all messages and ad, references to pricing
		Use of the term <i>free</i> , implying product comes without charge β 3.1.9	Remove the term <i>free</i>
	<i>Subscription</i>	No subscription disclosure 4.4.2	Display subscription disclosure
		No subscription charge period 4.4.2	Display subscription charge period
	<i>T&Cs</i>	No local or toll-free Helpline number 4.4.2	Display local or toll-free Helpline number
Non-subscription WAP Purchase Request	<i>Programme</i>	Failure to send purchase request message 4.3.2	Send purchase request message, instructing customer to send MO message to shortcode
		Failure to preface purchase request message with "FreeMsg" 4.3.2	Preface all purchase request messages with "FreeMsg"
		Failure to identify service 4.3.2	Display service name
		Failure to identify service clearly 4.3.2	Choose one service name and cite it consistently throughout message flow
	<i>Pricing</i>	No pricing 4.3.2	Display service pricing in \$
		No mention of signup cost 4.3.2	Disclose signup cost
		Unclear pricing 4.3.2	Display service and operator-specific pricing in \$
		Conflicting pricing 4.3.2	Reconcile, among all messages and ad, references to pricing
		Use of the term <i>free</i> , implying product comes without charge β 3.1.9	Remove the term <i>free</i>
	<i>T&Cs</i>	No local or toll-free Helpline number 4.3.2	Display local or toll-free Helpline number
Purchase Confirmation	<i>Programme</i>	Failure to require double opt-in ψ	Require customer to send MO message to shortcode before sending billed MT
		Failure to send purchase confirmation message 4.3.1; 4.4.3	Send purchase confirmation message
		Failure to preface purchase confirmation message with "FreeMsg" 4.3.2; 4.4.3	Preface all purchase confirmation messages with "FreeMsg"
		Failure to identify service 4.3.2; 4.4.3	Display service name
		Failure to identify service clearly 4.3.2; 4.4.3	Choose one service name and cite it consistently throughout message flow
		Failure to identify content provider ψ 4.4.9	Identify content provider by name or shortcode

Optus Message Flow Shortcode Infringements and Actions Required <i>continued</i>			
		<i>Infringements</i>	<i>Actions Required</i>
Purchase Confirmation	<i>Programme continued</i>	No content provider contact details ψ 4.4.9	Display content provider contact details in Australia
		Multiple confirmation messages 4.3.2	Refrain from sending more than one confirmation message per customer request
	<i>Pricing</i>	No pricing 4.3.2	Display service pricing in AU\$
		No mention of signup cost 3.1.2	Disclose signup cost
		Unclear pricing 4.3.2	Display service and operator-specific pricing in AU\$
		Conflicting pricing 4.3.2	Reconcile, among all messages and ad, references to pricing
		Use of the term <i>free</i> , implying product comes without charge β 3.1.9	Remove the term <i>free</i>
	<i>Subscription</i> ψ	No subscription disclosure 4.4.3	Display subscription disclosure
		No subscription charge period 4.4.3	Display subscription charge period
	<i>T&Cs</i>	No local or toll-free Helpline number 4.3.2; 4.4.3	Display local or toll-free Helpline number
		No notification that confirmation is valid for 24 hours 4.3.2	Inform customer that confirmation valid for 24 hours
		No opt-out information 4.4.3	Display opt-out information as "SMS STOP to [shortcode]"
		Unclear opt-out information 4.4.3	Display opt-out information as "SMS STOP to [shortcode]"
	Expenditure Update or 30-Day	<i>Programme</i>	Failure to send \$30 expenditure update 4.3.4
Failure to preface expenditure update or other programme informational messages with "FreeMsg" 4.3.4			Preface all expenditure updates and other programme informational messages with "FreeMsg"
Failure to send 30-day reminder 4.4.7			Send 30-day reminder to subscription customers who have not had occasion to receive \$30 expenditure update during single calendar month
Failure to identify content provider ψ 4.4.9			Identify content provider by name or shortcode
No content provider contact details ψ 4.4.9			Display content provider contact details in Australia
<i>Subscription T&Cs</i>		No subscription disclosure 4.4.6	Display subscription disclosure
		No local or toll-free Helpline number 4.4.8	Display local or toll-free Helpline number
		No opt-out information 4.4.8	Display opt-out information as "SMS STOP to [shortcode]"
		Unclear opt-out information 4.4.8	Display opt-out information as "SMS STOP to [shortcode]"
		Chat Warning	<i>Programme</i>
Failure to preface chat service warning message with "FreeMsg" 4.3.6	Preface all chat service welcome messages with "FreeMsg"		
Failure to identify service 4.3.6	Display service name		
Failure to identify service clearly 4.3.6	Choose one service name and cite it consistently throughout message flow		

Optus Message Flow Shortcode Infringements and Actions Required <i>continued</i>			
		<i>Infringements</i>	<i>Actions Required</i>
Chat Welcome	<i>Programme</i>	Failure to send chat service welcome message 4.3.6	Send chat service welcome message
		Failure to preface chat service welcome message with "FreeMsg" 4.3.6	Preface all chat service welcome messages with "FreeMsg"
		Failure to identify service 4.3.6	Display service name
		Failure to identify service clearly 4.3.6	Choose one service name and cite it consistently throughout message flow
	<i>Pricing</i>	No pricing 4.3.6	Display service pricing in \$
		No mention of sign-up cost 3.1.2	Disclose sign-up cost
		Unclear pricing 4.3.6	Display service and operator-specific pricing in \$
		Conflicting pricing 4.3.6	Reconcile, among all messages and ad, references to pricing
	<i>T&Cs</i>	Use of the term <i>free</i> , implying product comes without charge 3.1.9	Remove the term <i>free</i>
		No local or toll-free Helpline number 4.3.6	Display local or toll-free Helpline number
		No charge period 4.3.6	Display charge period
Chat Caps	<i>Programme</i>	Failure to send chat cap notification message Optus PSPP	Text user: "U have reached \$100 PSMS Chat spend on [shortcode] this mth. To cont using pls call Optus 1800460756 during Bus Hrs or call ur Mob Provider."
		Failure to cap chat ̄ Optus PSPP	Suspend PSMS chat on applicable shortcode and refer user to review monthly threshold limit
		Failure to preface chat service cap message with "FreeMsg" Optus PSPP	Preface all chat service cap messages with "FreeMsg"
		Failure to identify service Optus PSPP	Display service name
		Failure to identify service clearly Optus PSPP	Choose one service name and cite it consistently throughout message flow
	<i>Pricing</i>	No pricing Optus PSPP	Display service pricing in \$
		Unclear pricing Optus PSPP	Display service and operator-specific pricing in \$
		Conflicting pricing Optus PSPP	Reconcile, among all messages and ad, references to pricing
	<i>T&Cs</i>	Use of the term <i>free</i> , implying product comes without charge ̄ Optus PSPP	Remove the term <i>free</i>
		No local or toll-free Helpline number Optus PSPP	Display local or toll-free Helpline number
		No charge period Optus PSPP	Display charge period
Char	<i>Programme</i>	Failure to preface paid message with "\$Msg"ζ	Preface all charged messages with "\$Msg"

Optus Message Flow Shortcode Infringements and Actions Required <i>continued</i>			
		<i>Infringements</i>	<i>Actions Required</i>
Free Period	<i>Programme</i>	Failure to send message that “free” period is over 3.1.9	Send message notifying customer that “free” period is over and charges will commence
		Failure to preface “free” period message with “FreeMsg” 3.1.9	Preface all “free” period messages with “FreeMsg”
		Failure to identify content provider ψ 4.4.9	Identify content provider by name or shortcode
		No content provider contact details ψ	Display content provider contact details in Australia
	<i>T&Cs</i>	No local or toll-free Helpline number 3.1.	Display local or toll-free Helpline number
		No opt-out information 3.1.9	Display opt-out information as “SMS STOP to [shortcode]”
		Unclear opt-out information 3.1.9	Display opt-out information as “SMS STOP to [shortcode]”
	<i>Charges and Billing</i>	No mention of impending charges 3.1.9	Remind customer to expect impending charges and the amount
		Unclear impending charges 3.1.9	State amount of impending charges clearly
		Conflicting impending charges 3.1.9	Reconcile, among all messages and ad, references to pricing
Marketing	<i>Programme</i>	Failure to preface marketing message with “FreeMsg” 3.1.13	Preface all marketing messages with “FreeMsg”
		Unauthorised marketing message or messages δ 3.2.5	Refrain from sending marketing messages to customers who decline option or opt out
		Implies message is personal or suggests false imperative 3.1.13	Refrain from implying marketing message is personal or suggesting false imperative
		Contains adult-related language or concepts 3.1.13	Remove adult-related language or concepts from all marketing messages
		Message sender not identified 3.1.13	Identify message sender clearly and accurately in all marketing messages
		Unclear or inaccurate identification of message sender 3.1.13	Identify message sender clearly and accurately in all marketing messages
		Multiple marketing messages sent per week 3.1.14	Refrain from sending more than one marketing message per week
	<i>Pricing</i>	Use of the term <i>free</i> , implying product comes without charge β 3.1.9	Remove the term <i>free</i>
	<i>T&Cs</i>	No opt-out information 3.1.13	Display opt-out information as “SMS STOP to [shortcode]”
		Unclear opt-out information 3.1.13	Display opt-out information as “SMS STOP to [shortcode]”
STOP	<i>Programme</i>	Failure to respond within one business day to customer message to STOP service 7.2.5	Send message promptly informing customer that service has been terminated and that no more messages will be sent
		Failure to preface cancellation confirmation message with “FreeMsg” 7.2.6	Preface cancellation confirmation message with “FreeMsg”
		Failure to identify service 4.3.6	Display service name
		Failure to identify service clearly 4.3.6	Choose one service name and cite it consistently throughout message flow
		Failure to identify content provider ψ 4.4.9	Identify content provider by name or shortcode
		No content provider contact details ψ 4.4.9	Display content provider contact details in Australia
		Failure to confirm service termination	Inform user that service has been terminated
User STOP message not recognized 7.2.4	Treat as STOP request any message containing the word “stop”		

β Cite only when the ostensibly “free” service is actually covered by an added fee (other than carriage fee), for example a signup fee often equivalent to the cost of the “free” service. Carriage charges are allowed as long as the ad discloses them in the main body of the ad.

ψ Cite for subscription services only.

\S Cite only for post-pay customers.

δ Subject to immediate escalation to Optus.

ζ 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.