

VHA Message Flow Infringements and Actions Required				
		Infringements	Severity	Actions Required
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
		Unapproved VHA endorsement or use of VHA name 4.4.2	1	Remove VHA endorsement or VHA 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 4.4.3	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 VHA endorsement or use of VHA name 4.4.3	1	Remove VHA endorsement or VHA 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
		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"
		Failure to identify service 4.4.3	2	Display service name

VHA Message Flow Infringements and Actions Required <i>continued</i>				
		Infringements	Severity	Actions Required
Subscription Confirmation <i>continued</i>	Programme <i>continued</i>	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
	Pricing	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>
	Subscription	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
	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 4.4.3	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	Programme	Failure to send purchase confirmation message 4.3.2	1
Unapproved VHA endorsement or use of VHA name 4.3.2			1	Remove VHA endorsement or VHA 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
Pricing		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>
T&Cs	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	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 VHA endorsement or use of VHA name 4.3.5; 4.4.6	1	Remove VHA endorsement or VHA name

VHA Message Flow Infringements and Actions Required <i>continued</i>				
		Infringements	Severity	Actions Required
\$30 Expenditure Update <i>continued</i>	Programme <i>continued</i>	Contains unauthorised marketing elements 3.2.5	1	Remove unauthorised marketing elements from \$30 expenditure update
		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
	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 free-call Helpline number [subscription services only] 4.4.6	1	Display local-charge or free-call Helpline number
		Alphanumeric Helpline number [subscription services only] 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 VHA endorsement or use of VHA name 4.4.8	1	Remove VHA endorsement or VHA 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
	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
	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

VHA Message Flow Infringements and Actions Required <i>continued</i>				
		Infringements	Severity	Actions Required
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" VHA 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	3	Display service name
		Failure to identify service clearly 3.1.11	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"
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)
		No unsubscribe information 3.1.9	1	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"

§ Except for MT messages sent as part of a chat service.

VHA Message Flow Infringements and Actions Required <i>continued</i>				
		Infringements	Severity	Actions Required
Free Period <i>continued</i>	Charges and Billing	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
		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	Programme	Unauthorised marketing message or messages 3.2.5	1	Refrain from sending marketing messages to customers who decline option or opt out
		Marketing message delivered via short code VHA rule - VHA PSMS Handbook, Section 3.6	1	Deliver all marketing messages via long code
		Marketing message received after unsubscribing from service VHA rule - VHA PSMS Handbook, Section 3.6	1	Discontinue all marketing messages when a subscription is terminated, and purge MSISDN from all marketing databases
		Message sender not identified 3.1.13	1	Identify message sender clearly and accurately in all marketing messages (identify content provider by name)
		No message sender contact details VHA rule - VHA PSMS Handbook, Section 3.4.1	1	Display local-charge or free-call Helpline number
		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 VHA endorsement or use of VHA name 3.1.11	1	Remove VHA endorsement or VHA 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
	Pricing	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>
	T&Cs	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	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
		No local-charge or free-call Helpline number 5.1.8	1	Display local-charge or free-call Helpline number

VHA Message Flow 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 VHA endorsement or use of VHA name 3.1.11	1 Remove VHA endorsement or VHA name
		Contains unauthorised marketing elements 3.2.5	1 Remove unauthorised marketing elements from STOP 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 VHA rule	2 Display service name
		Failure to identify service clearly VHA 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	