Annex A17
Short Messaging Service (SMS) Regulations

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1 First: Definition

1.1 **"Short Message Service (SMS)"** is a service provided through licensed public telecommunications networks in the Kingdom. This service allows service providers or their clients to send or exchange short (text, audio or video) messages, directly addressed to the beneficiaries, for the purpose of promoting a particular product, providing them with information, informing them of updates or answering their queries and other similar services, including broadcasting messages to a particular area.

1.2 Client: an entity who has a contract with a licensed service provider, to send short messages.

1.3 Beneficiary: a person/entity who receives the short messages.

1.4 Service Provider: An operator with a General Class License with a Service Authorization to provide Short Messaging Service

2 Second: SMS Service Provider's Obligations

2.1 Comply with the Regulation For Reduction of SPAM.

2.2 The provision of professional services (such as medical, legal, engineering, financial, educational or other consultations) should be limited to those licensed to practice these professions according to the regulations enforced in the Kingdom, with the approval of the related authorities as a condition for starting the provision of the service.

2.3 All advertisements and/or promotional publications of the service must contain the service numbers allocated for the advertised service only. The price of the message must be written clearly and legibly and the price of the message should be displayed in the visual advertisement so that the beneficiaries are aware of their prices before obtaining the service.

2.4 Must use licensed message centers and licensed telecommunications networks in the Kingdom when sending any message.

2.5 Must coordinate with licensed telecommunications network operators in the Kingdom when using their own SMS centers within the Kingdom to send SMS messages to beneficiaries outside the Kingdom. The licensee shall bear any legal or financial consequences to which the operator may be exposed if the licensee violates the international agreements governing the relationship of the operator inside the Kingdom with operators outside the Kingdom such as the 'GSM Association (AA) 19' for messages between international operators and others.

2.6 Messages shall be sold directly to clients only by Service Provider (Operator having a General Class License with a Service Authorization to provide Short Messaging Service), and the Service Provider are not entitled to provide SMS service through subcontractors

2.7 It is prohibited for the Service Provider and their clients to resell messages to any person, other licensees, individual or legal entity.

2.8 The Service Provider shall not resell the short messages to any entity outside the Kingdom.

2.9 The server must be inside the Kingdom and the data must be stored internally.

2.10 The service should not be used as a mean of collecting amounts due to other services such as subscription service on a website or any other service.

2.11 The Service Provider must Saudize (appoint Saudis in) the following jobs:

- The person in charge of the company (General Manager/CEO)
- The person responsible for communicating with CITC and shall be obliged to meet regulatory requirements.
- The representative of the licensee before governmental authorities/entities or other licensees.

2.12 The Service Provider shall adhere to the General Conditions and all other relevant License Conditions specified in the License Classification Regulation

3 Third: Fees

3.1 Fees payable by the Service Provider to CITC will be as per the 'License Fee Regulation' published by CITC on its website

4 Duration of Service Authorization

The Service Provider can offer this service as long as it has a valid General Class License and a valid Service Authorization to offer this service

A Service Authorization for this service is typically issued for a duration of upto 5 years

5 Appendix Service Authorization

The Service Authorization for Bulk SMS Services will be as per 'Appendix E: Draft Service Authorization Annexure' in the 'License Classification Regulations'