

Mobile Marketing Services Registration Form

Please complete this form and sign along with the company stamp.

الرجاء تعبئة الإستمارة مع التوقيع والختم

Organization Details		تفاصيل المؤسسة	
Organization Name :	إسم المؤسسة :	Address :	ص ب :
Postal Code :	الرمز البريدي :	PO Box No :	الهاتف :
CR.No :	رقم السجل التجاري :	Telephone :	تاريخ إنتهاء الصلاحية :
Fax :	فاكس :	Expiry Date :	الموقع الإلكتروني (إن وجد) :
Website (If any) :			
Contact Details		تفاصيل العميل	
Name 1 :	الإسم ١ :	Email :	البريد الإلكتروني :
Name 2 :	الإسم ٢ :	Mobile :	الهاتف النقال :
		Mobile :	الهاتف النقال :
Company Profile		تصنيف المؤسسة	
The following information serves as the basis for your entry in the Client List. Please tick the appropriate boxes and write your remarks in the provided space if any.		المعلومات التالية ضرورية لإضافة مؤسستكم في قائمة عملاء خدمة الرسائل القصيرة. الرجاء إختيار التصنيف المناسب وكتابة ملاحظاتكم إن وجدت في المساحات المتوفرة.	
Sector	القطاع	Type	النوع
<input type="checkbox"/> خاص Private	<input type="checkbox"/> حكومي Government	<input type="checkbox"/> LLC	<input type="checkbox"/> S.A.O.C.
		<input type="checkbox"/> S.A.O.G	<input type="checkbox"/> Others
Industry (You may tick more than one)		المجال (بالإمكان إختيار أكثر من واحدة).	
<input type="checkbox"/> بنوك وماليه Banking & Finance	<input type="checkbox"/> البناء والتعمير Building & Construction	<input type="checkbox"/> الجمعيات الخيرية والمؤسسات الغير ربحية Charities & non-profit organizations	<input type="checkbox"/> الهيئات التعليمية Education
<input type="checkbox"/> تجارة إلكترونية Electronic Commerce	<input type="checkbox"/> مواد غذائية Food Industry	<input type="checkbox"/> تجارة عامة General Trading	<input type="checkbox"/> صحة Health
<input type="checkbox"/> تأمين Insurance	<input type="checkbox"/> مصانع Manufacturing	<input type="checkbox"/> سيارات Motor Vehicle Industry	<input type="checkbox"/> بيع بالفردي Retailing
<input type="checkbox"/> اتصالات Telecommunications	<input type="checkbox"/> السياحة والضيافة Tourism & Hospitality	<input type="checkbox"/> المواصلات Transport & taxi	<input type="checkbox"/> أخرى Others
<input type="checkbox"/> نؤكد قراءة وقبول شروط وأحكام الإستخدام. We hereby confirm reading, understanding and accepting the Terms & Conditions of the Code of Conduct and Code of Practice.			
Signature & Stamp		التوقيع والختم	
Authorized Signatory :		المفوض بالتوقيع :	
Date :	التاريخ :	Company Stamp :	ختم المؤسسة :
Requirements		المستندات المطلوبة	
Please ensure the following are attached with this application when you submit it to Infocomm Group's Office physically or via Fax:		الرجاء التأكد من إرفاق المستندات التالية مع الإستمارة عند تسليمها لدى مجموعة الإتصالات والمعلومات إنفوكوم جروب:	
i. Copy of C.R & Official Authorized Signature Document.		أ. نسخة من السجل التجاري ونموذج التوقيع	
ii. For Government Organization an Officially endorsed letter.		أأ. للهيئات الحكومية: إرفاق رسالة رسمية بطلب الخدمة	
iii. Code of Conduct & Code of Practise		أأأ. شروط الإستخدام والأحكام.	

Code of Conduct

1. General

1.1 Oman Telecommunications Company © 2013 standard terms and conditions of service shall apply to the customer.

2. Application & Purpose

2.1 The purpose of this Code of Conduct is to discourage the sending of intrusive and offensive SMS Messages and to encourage the responsible use of SMS as a marketing medium.

2.2 This Code of Conduct applies to all corporate customers of Omantel using Omantel's network to send Commercial SMS Messages to telephone users. By signing this Code of Conduct, the Customer agrees to be bound by, and to comply with, the terms of this Code of Conduct, Code of Practice and the Terms and Conditions available on the Service Website.

3. Identification of Customer

3.1 The Customer shall be identified by the message header (i.e. User ID) which enables the Recipient to identify and contact the Customer.

4. Recipient Consent

4.1 The Customer shall not send Commercial SMS Messages to any Recipient unless:

- * The Recipient has provided the Customer with prior consent to send Commercial SMS Messages; or
- * The Recipient has a prior commercial relationship with the Customer and would reasonably expect to receive Commercial SMS Messages from the Customer.

4.2 The Customer hereby accepts to send only one (1) Commercial SMS Message per campaign per week to the recipient.

4.3 In the event of any special campaign being promoted, the Customer shall have the right to send more than one (1) Commercial SMS Message per week up to a maximum of three (3) Commercial SMS Messages per week ONLY with the prior approval and consent from the recipient prior to such a campaign.

5. Right to 'Opt-Out'

5.1 The Customer shall provide the Recipient with an "opt-out" mechanism by which the Recipient can at any stage notify the Customer not to send further Commercial SMS Messages to the Recipient. Such mechanism must be both easy to use and inexpensive.

5.2 The Customer shall comply as soon as practicable with any notification it receives under section 4.1 and not send further Commercial SMS Messages to the Recipient unless and until the Recipient requests or consents to receiving further Commercial SMS Messages.

6. Content of SMS Messages

6.1 The Customer shall not send any Commercial SMS Message which:

- is misleading or deceptive.
- could infringe a law or regulation (including but not limited to defamation, discrimination, invasion of privacy, harassment, obscenity, infringement of intellectual property rights or breaches of confidentiality);
- could reasonably be regarded as offensive to public morals, decency or sensibilities.
- threatens the operation and /or security of any computer system,

Note : * Applicable only for iBulk SMS services

telecommunications network or equipment (including the operation of a mobile handset); or induces an unacceptable sense of fear or anxiety.

- is regarded as a chain letter, junk SMS message, spam, or otherwise an unsolicited message (commercial or otherwise).

6.2 The Customer must ensure possessing all necessary licenses, permits, and other forms of authority and permissions necessary for the delivery of content sent via the Service. Any unauthorized commercial use of the Service is expressly prohibited.

7. Breaches of Code of Conduct

7.1 If the Customer breaches any clause of this Code of Conduct, Omantel has the absolute right in its sole discretion to immediately suspend or terminate, without compensation, part or all of its SMS service to the Customer forthwith.

7.2 Written reasons for such suspension or termination shall be provided promptly to the Customer.

8. Complaints

8.1 Should Omantel receive a complaint from any person or body concerning any Commercial SMS Message sent by the Customer, the Customer shall fully co-operate with Omantel to investigate and resolve such complaint without delay. In such an event the Customer shall have to show evidence to Omantel that the recipient meets the requirements of clause 4.

8.2 Where Omantel believes it appropriate, the Customer shall take full responsibility for managing the response to the complaint. In such circumstances, the Customer shall provide regular updates to Omantel on the status of the complaint and provide such other information concerning the complaint as Omantel may from time to time request.

9. Changes to Code of Conduct

9.1 Omantel reserves the right to revise this Code of Conduct from time to time and such revision will come into effect on the date that Omantel issues the Customer with a revised version.

10. Miscellaneous

For the avoidance of doubt, Omantel shall not be monitoring the content of any Commercial SMS Messages sent by the Customer and Omantel shall not be responsible for the content of such messages.

5. Definitions

"SMS Commercial Message" means a message sent via SMS by or on behalf of the Customer that is designed to promote the sale of or demand for goods or services whether or not it invites or solicits a response from the Recipient. "Recipient" means person who receives a Commercial SMS Message, either intentionally or unintentionally.

"The Customer" means a party which has entered into a commercial arrangement with Omantel for the delivery by Omantel of Commercial SMS Messages to phone users.

"SMS" means 'short message service' and refers to the ability to send and receive messages to and from a person's telephone.

The Customer hereby confirms reading, understanding and accepting the Terms & Conditions of this Code of Conduct and that all information provided by the Customer in the application form is true and valid.

Authorized Signatory : : المفوض بالتوقيع

Company Stamp : : ختم المؤسسة

Code of Practice

1. General

1.1 Oman Telecommunications Company © 2013 standard terms and conditions of service shall apply to the Customer.

2. Application & Purpose

2.1 The purpose of this Code of Practice is to ensure that all Bulk SMS Information Content by the Customer (whether actually produced by themselves or not), agree with the Code of Practice guidelines and Terms and Conditions of the Sultanate of Oman Ministry of Heritage and Culture (MOHC).

2.2 The Customer shall ensure that before service is provided, all proprietary interests, rights, authorizations, licenses, consents and permission, including any intellectual property rights, have been obtained, and all such requirements of law complied with as may be necessary to enable service to be made available.

2.3 This Code of Practice applies to all corporate customers of Omantel using Omantel's network to send Commercial SMS Messages to mobile phone users. By signing this Code of Practice, the Customer agrees to be bound by, and to comply with, the terms of this Code of Practice, Code of Conduct and the Terms and Conditions available on the Service Website.

3. Delivery Standards

3.1 The Customer shall be responsible for the preparation and recording of all messages, and shall be solely responsible for the content of the messages.

4. Message Standards

4.1 All Services

- All messages shall comply with the laws, rules and regulations of MOHC.
- Messages shall not exploit any characteristic or circumstance, which may make consumers or Omantel's subscribers vulnerable.
- Messages of an explicitly or implicitly vulgar and/or unsuitable nature are not permitted.
- Messages shall not suggest, encourage or incite any person to use harmful substances or engage in dangerous practices.
- No message shall be transmitted, which could give grounds for action for defamation, misrepresentation, breach of confidence or breach of copyright or is otherwise offensive to the public.
- Messages shall be accurate and shall not be designed to mislead or misrepresent. Topical messages or programs shall be kept up to date.
- Messages that communicate words, which promote or incite terrorism, the misuse of weapons, or encourage or incite a person to commit a criminal offence, are prohibited.
- Messages shall not criticize or denigrate the products or activities of Omantel or any other entity or company.
- Any message whose purpose either directly or indirectly is to promote the sales of goods or services shall comply with the applicable Code of Advertising Standards.

4.2 Adult Services

- Messages which may be considered as unsuitable for a general audience including children shall not be offered on SMS.

4.3 Professional Services

- Messages containing professional services such as financial, legal, medical, or dental services shall state at the beginning of the message the sources of the information and the professional/legal standing of the service.
- Messages containing professional services such as financial, legal, medical or dental services shall comply with the regulations of the appropriate competent agencies.

4.4 Children, Youngsters and Other Dependent Persons Services

- Messages designed for, either wholly or in part, aimed at an audience of children shall not include:
 - References to obscene practices of which, in the opinion of Omantel and MOHC, reasonable parents would not wish their child to know about; or
 - Language that in the opinion of Omantel and MOHC, reasonable public would not wish their child to hear.
- Messages shall not involve any information which is likely to alarm any child or young person, or any mentally disordered or mentally handicapped person, or any other dependent person, having regard to special protection for such persons.

4.5 Religious Services

- Messages shall pay due regard to social values and human dignity and not be of a kind that might induce or promote racial or religious offence.
- Messages which reflect a particular religious or ethical viewpoint, must not offend the sensibilities of those who hold different beliefs or opinions.

4.6 Charities Services

- Messages for the purpose of fund raising for charity must obtain prior approval from the governmental organization concerned. The percentage of fund raised going to the charity must be stated clearly in the advertisement by the Customer.

5. Definitions

"SMS Commercial Message" means a message sent via SMS by or on behalf of the Customer that is designed to promote the sale of or demand for goods or services whether or not it invites or solicits a response from the Recipient.

"Recipient" means person who receives a Commercial SMS Message, either intentionally or unintentionally.

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