

MASTER SERVICES AGREEMENT

SERVICE DESCRIPTION



SERVICE DESCRIPTION: MULTITXT SHORT CODE

1. DESCRIPTION - MULTITXT SHORT CODE

Your multiTXT Short Code service allows you to communicate with your customers, staff and suppliers. The multiTXT Short Code platform also provides a range of features and integrations, such as an API to integrate with your existing CRM and automate messages.

2. OPTIONS

- **Standard Short Code** As the holder of the multiTXT standard short code, you pay for texts from the short code to mobile recipients. These are known as Mobile Terminated (MT) messages. The recipient pays for any texts they send back from their handset to the short code number. These are known as Mobile Originated (MO) messages.

IMPORTANT: Please note your obligations concerning consent AND ensure it is clear the recipient will be charged for any replies. (See DIA link below).

- **Free-to-reply Short Code** Also known as Zero-rated or Free to end user (FTEU). As the holder of the Zero Rated code, you pay for both the outbound text (MT) from the short code to the mobile recipient and any replies that are sent back by them to the short code (MO).

Both Standard and Free-to-reply short codes are four-digits long.

3. ADD-ONS

API integrations are possible with CRMs and other platforms.

4. INCLUSIONS

- Access to the multiTXT Short Code service to send and receive unlimited real-time text messages with your own short code
- API access and documentation to integrate with third party systems
- Track delivery performance and response rates via reporting and analytics
- Access to the multiTXT Short Code support
- A dedicated short code only used by you. Shared short codes are not allowed.

5. PRICING

- Please refer to Pricing Schedule.

6. SERVICE CONDITIONS

- Usage charges apply for Mobile Terminated (MT) texts on all short codes
- Usage charges apply for Mobile Originated (MO) texts on Zero Rated/ Free to end user short codes
- Use of the service must be compliant with legal requirements including the Fair Trading Act 1986, Unsolicited Electronic Messages Act 2007, Privacy Act 2020, Gambling Act 2003. There is information available on compliance with these Acts at <https://www.dia.govt.nz>
- An opt-out via text message must be provided at the end of all marketing messages
- Marketing and promotional messages must use zero-rated short codes

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- A single text message is comprised of 160 characters. If that character count increases then the text message will be split into multiple parts. So even if the message appears as a single message on the end user's handset, charges to the multiTXT Short Code customer will be based on the number of message parts.