

SMS Letter of Authorization

To Whom It May Concern:

All users, resellers and customers (“You”) of the Avaya Inc. (the “Company”) API, applications and any related services, including the functionality, tools or materials provided through such apps and web clients (the “Services”) are subject to the terms and conditions of use (the “Terms of Use”). Where appropriate the Company, refers to the Company, as the provider of the Services, and its affiliates.

You acknowledge that in order to use the Services You grant authorization to Company to act as your agent and your affiliates’ agent to arrange for use of any DIDs provided and owned by You and your customers. The use authority is limited to the following activities related to the Company-enabled short messaging services (SMS) and multi-media messaging services (MMS):

- 1) Provisioning for the purpose of the initial installation,
- 2) Rearrangement, and/or
- 3) Subsequent removal.

You represent and warrant that You have full authority and approval to use the telephone number(s) in conjunction with the Services and that Your use of such telephone number(s) is not in violation of any third party licenses, terms, conditions, laws, rules and/or regulations respecting the use of such telephone numbers, including any company or workplace policies regarding the use of such telephone numbers.

Please list the numbers to be SMS enabled, and the current service provider for each.
(please list individually):

_____	_____
Phone Number	Current Service Provider
_____	_____
Phone Number	Current Service Provider
_____	_____
Phone Number	Current Service Provider
_____	_____
Phone Number	Current Service Provider
_____	_____
Phone Number	Current Service Provider
_____	_____
Phone Number	Current Service Provider
_____	_____
Phone Number	Current Service Provider

Below is a brief highlight of messaging principles and best practices.
For the full documentation, [please refer directly to the CTIA guidelines](#) [PDF].

Types of Messaging Content & Associated Consent Principles:

- 1. Conversational** messaging is a back-and-forth conversation that takes place via text. If a Consumer texts You first and You respond quickly with a single message, then it is likely conversational. If the Consumer initiates the conversation and You simply respond, then no additional permission is expected.
Conversational messaging requires an **implied consent**. If the Consumer initiates the text message exchange and You only respond to each Consumer with relevant information, then no verbal or written permission is expected.
- 2. Informational** messaging is when a Consumer gives their phone number to You and asks to be contacted in the future. Appointment reminders, welcome texts, and alerts fall into this category because the first text sent by You fulfills the Consumer's request. A Consumer needs to agree to receive texts for a specific informational purpose when they give You their mobile number.
Informational messaging requires **expressed consent**. The Consumer should give express permission before You send them a text message. Consumers may give permission over text, on a form, on a website, or verbally. Consumers may also give written permission.
- 3. Promotional** messaging is a message sent that contains a sales or marketing promotion. Adding a call-to-action (e.g. a coupon code to an informational text) may place the message in the promotional category. Before You send promotional messages, the Consumer should agree in writing to receive promotional texts. If You have already asked Consumers to sign forms or submit contact information, You can add a field to capture the Consumer's consent.
Promotional messaging requires **expressed written consent**. The Consumer should give expressed written permission before You send them a text message. Consumers may sign a form, check a box online, or otherwise provide consent to receive promotional text messages.

End User Subscriber Information:

Title	Print Name
Company	Contact Number
Address	
Business Type	Messaging Content Type
Use Case	Opt-in Method
Date YYYY/MM/DD	Signature