

1. General

1.1 Oman Mobile Telecommunication Company LLC (Oman Mobile) 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 Oman Mobile using Oman Mobile'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 Oman Mobile'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 OMTC 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.

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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 Oman Mobile and MOHC, reasonable parents would not wish their child to know about; or
- Language that in the opinion of Oman Mobile 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.

"the Customer" means a party which has entered into a commercial arrangement with Oman Mobile for the delivery by Oman Mobile 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 Practice and that all information provided by the Customer in the application form is true and valid.

Signature

Company Stamp