## Requirements for NOC:

1. NOC should be put on company letter head and needs to be signed by the authorized signatory of the company as defined in the company trade license or POA.
2. The NOC should carry the SEAL of the company over the signature of the authorized signatory of the company as defined in the company trade license or POA.
3. Sender ID can be a maximum of 11 Characters without special characters (Special Characters of & . - \_ and space are allowed)
4. In case of multiple sender if white listing, Sender ID (s) should be mentioned separately
5. It is mandatory to describe the justification and message type for each sender id requested
6. **If sender id is required for both types of messaging - promotional and transactional, then same sender id needs to be mentioned in two rows with message type.**
7. For medical centers, if the messaging is for other than informational, then Ministry of Health approval copy is mandatory.

**Sender ID registration form**

**(To be completed and signed by an authorized signatory of the Company in receipt of this notification for any requests relating to SMS brand name registration)**

I, *<Authorised Signatory>* as an authorised signatory of *<Company Name>* permit to perform all procedures required to register *<Company Name’>* brand name for outgoing SMS sender ID. I acknowledge that all SMS content will be sent via the Emirates Integrated Telecommunications Company PJSC (du) / Emirates Telecommunications Group Company PJSC ("Etisalat”) network.

We undertake to comply with all applicable laws detailed under the Unsolicited Electronic Communications Regulatory Policy (including, but not limited to, as they relate to fraud and SPAM) and indemnify du against any action, claim, fine or loss whatsoever incurred as a result of a breach of law or regulation.

By signing this registration form, we confirm that all SMS will only be sent to eligible customers who have consented (in a form that is recorded and physically presentable) to receive SMS communication in accordance with the Brand Name Registration details, table outlined below and applicable UAE laws and regulatory requirements.

**Owner of Sender ID details as below:**

Name of the Company and Portal: *<Company Name>*

Type of business/industry: *<Business Type>*

Address*: <Address>*

Position:

**Brand name registration:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| # | Sender ID Type | Company (Owner of Sender ID) | Sender ID  | SMS Content (Provide Sample) | Purpose of Use |
|  | Transactional | *<Company name>* | *<MyBrand>* |  | Financial / non-financial, OTP |
|  | Promotional | *<Company name>* | <AD-*MyBrand>* |  | Marketing communication |

*In case of company whitelisting sender ID via a reseller, the company has to mention the below:*

We authorize Unique Computer Systems LLCto whitelist above mentioned sender ids on our behalf.

Thank you for your cooperation.

Best regards,

 Company stamp

*< Authorised signatory name & signature >*

Name of authorised signatory Date: