

## The SMS+ charter for creating your premium rate competition



### Setting up your SMS + service

*Do you want to organise a competition, a vote or another premium SMS service? You need the right communication.*

- **Announce the rates and conditions of participation.**

Specify whether you need to send several SMS messages to take part. Be aware that there is a maximum number of exchanges authorised.

- **Identify yourself and the service you are offering.**

Present the essential characteristics of the service. These cannot be included in the legal notice alone.

- **Validate the keyword of your premium-rate SMS message.**

It must contain at least 3 characters and may be made up of numbers, letters, or both. Some keywords are prohibited or may not be available on your dates.

- **Present your scenario and your message.**

Several scenarios are possible. Some require more development than others. This will have an impact on the set-up costs.

You must send us a screenshot showing that you are going to communicate the necessary information to the participants:

-Your participants must be aware that this **service is surcharged** (specify this on every publication on social networks, promotional visual, etc.);

-You must mention the cost of the service or participation.

Example: €0.75/SMS + price of a text message; 2 text messages minimum to take part.

-You must use the **SMS + logo**.

Download the attached kit and send us an example of communication such as the **visual shown** opposite for our control file with the operators.

Download the ZIP file of the charter to fill in.

[SMS+ CHARTER KIT](#)

### **A few legal points**

You may have to register the terms and conditions of your competition with a **bailiff**. We do not provide this service.

Each SMS response must **include the price**.

Voters must **remain anonymous**: you will not have access to their numbers. If you wish to lift anonymity, you will need to ask participants to respond with their identity.

*(Example: telephone number: WIN 0600000000).*

Want to find out more about Premium SMS or our rates?

[CONTACT US](#)