

Event Billing

WASP Double Opt-in Business Rules

1. DOUBLE OPT-IN BUSINESS RULES

1.1. WASP services initiated via SMS (available for Launch)

The following steps describe the Double Opt-in process for subscription and ad-hoc (once-off) services requested via SMS:

- a) The customer sends an SMS requesting a WASP service.
- b) A WASP receives a service request, and provides Telkom Mobile with all the information required for the service notification which will be forwarded to the customer by Telkom Mobile. The following information is required:
 - i. the WASP;
 - ii. content type;
 - iii. content description;
 - iv. price;
 - v. billing frequency;
 - vi. The WASP's telephone number.
- c) Telkom Mobile will then trigger a service notification SMS which is sent to the customer. This message will read as follows: *"Please confirm your subscription: **(WASP), (content type), (content description), (Price) and (billing frequency)**. Reply 'Y' to confirm. Need help? **(WASP's telephone number), Telkom Mobile.**"*
- d) If the subscriber responds with a "Y", the WASP will be notified that the service request has been successful after which a WASP can issue a billing request.
- e) If the subscriber does not respond to the confirmation SMS within 5 days, the WASP will be notified of the service request failure and the WASP cannot send a billing request. All such billing requests will be rejected. All reminders are managed by the WASP.
- f) If the service requested is a subscription service, the WASP must send a welcome message to the customer with the following details:
 - i. The name of the subscription service;
 - ii. The cost of the subscription service and the frequency of charges
 - iii. Clear and concise instructions for unsubscribing from the service; and
 - iv. The WASP's telephone number.
- g) When a customer has confirmed their request for a subscription service, neither the amount, the frequency of the charges, nor the frequency of the service may be increased without the customer's explicit permission.

1.2 WASP services initiated via USSD (Not available for Launch)

The following steps outline the Double Opt-in process for subscription and ad-hoc (once-off) service requests via USSD:

- a) The subscriber dials a USSD string.
- b) The subscriber is presented with a menu option(s) or service name with price and billing frequency (where applicable).
- c) The customer requests the required service by selecting the appropriate menu option.
- d) A WASP receives a service request, and provides Telkom Mobile with all the information required for the service notification which will be forwarded to the customer by Telkom Mobile. The following information is required:
 - i. the WASP;
 - ii. content type;
 - iii. content description;
 - iv. price;
 - v. billing frequency;
 - vi. The WASP's telephone number.
- e) Telkom Mobile will then provide a service notification via USSD (same bearer) which is displayed to the customer. This message will read as follows: *"Please confirm your subscription: (WASP). (Content type), (content description), (Price) and (billing frequency). Reply 'Y' to confirm. Need help? (WASP's telephone number). Telkom Mobile"*
- f) If the subscriber responds with a "Y", the WASP will be notified that the service request has been successful, after which the WASP can deliver the content and issue a billing request.
- g) If the subscriber does not respond before the USSD session expires, the WASP will be notified of the service request failure and the WASP cannot send a billing request. All such billing requests will be rejected. All reminders are managed by the WASP.
- h) If the service requested is a subscription service, the WASP must send a welcome message to the customer with the following details:
 - i. The name of the subscription service;
 - ii. The cost of the subscription service and the frequency of charges;
 - iii. Clear and concise instructions for unsubscribing from the service; and
 - iv. The WASP's telephone number.
- i) When a customer has confirmed their request for a subscription service, neither the amount, the frequency of the charges, nor the frequency of the service may be increased without the customer's explicit permission.

1.3 WASP service requests initiated via WEB/WAP (Not available for Launch)

2. GENERAL RULES

- a) These Double Opt-in rules will be applicable to all WASP bearers billed via Event Billing.
- b) All Event Billing double opt in tokens will expire after 5 days.
- c) Reminders are the responsibility of the WASP.
- d) These rules will apply to all new WASP services (new service requests made by customers and includes both ad-hoc [once-off] and subscription services).
- e) The WASP is not allowed to send any marketing communication to the subscriber or any messages until they have confirmed their service request else this will be classified as SPAM.
- f) Opt-out messages should be zero rated.
- g) Failure to comply with Double Opt-in Business Rules will result in the termination of the Event Billing account