**SENDER ID REGISTRATION Form**

***This is form is to be completed and signed by an authorized signatory of the Company for any requests relating to SMS brand name registration.***

I, [name/complete title (Brand Manager Name], resident of [City], [Country], holder of the [Country] Ι.D. with no [number], acting hereunder in my capacity as Legal Representative of the [Company form] with corporate name [Company registered name] and corporate seat at [Company registered seat(Location)], (herein after referred to as the “Company”), as an authorised signatory of [include customer/company name], permit (Sinch) to perform all procedures required to register XXXX company brand name for outgoing SMS sender ID. I acknowledge that all SMS Content will be sent via the Emirates Telecommunications Group Company PJSC (“Etisalat”) network.

We undertake to comply with all applicable laws (including, but not limited to, as they relate to fraud and SPAM) and indemnify Etisalat against any action, claim, fine or loss whatsoever incurred as a result of a breach of law or regulation. I acknowledge that recipients of SMS content may have rights in relation to an unsubscribe function/optout and undertake to that all such requirements are met and applicable laws and regulations complied with.

By signing this Registration Form, we confirm that all SMS will only be sent to eligible customers 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: (Brand Information)**

Name of the Company and Portal: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Type of business/industry: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Tele No.: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Fax No.: \_\_\_\_\_\_\_\_\_\_

Position: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Brand name Registration:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sender ID**  **Type** | **Company** | **Sender ID** | **Sender ID Category** | **SMS Content** | **Purpose of Use** |
| **Transactional** | **<Name>** | **<SID>** | **International** | **<Provide Sample>** | **Financial, OTP, etc** |

Thank you for your coorperation.

Best regards.

…………………………………………..

**(Signature)**

…………………………………………..

**Name of authorised signatory**

…………………………………………..

**Designation**

**Date: yyyy-mm-dd**