Brand Letterhead

**Sender IDs Declaration Form**

**Date**

We hereby certify that [aggregator] is authorized to use the Sender IDs (“SIDs”) specified below to send A2P SMS on behalf of [Brand].

These sender IDs are distinctive of the Brand’s activity, legitimate, don’t lead to confusion with any third parties and are not generic.

Accordingly, [Brand] hereby agrees to hold [Aggregator], its directors, shareholders, officers, employees and agents, free of any claims, suits, proceedings, actions and other demands by third parties that have claimed trademark or brand violation in connection with the use of the SIDs specified below as a trade name.

|  |  |
| --- | --- |
| **Sender ID** | **Use Case** |
|
|
| 1. Ex: | NOTIFICATIONS |
| 2. | … |
| 3. | … |

Notes:

Use case: NOTIFICATIONS | MARKETING | Internal Use | ALL

Maximum of eleven alphanumeric characters per SID.

Spaces allowed; one space is equivalent to one character.

Both upper and lower case allowed.

Underscore, period, dash, question & exclamation marks allowed but strongly discouraged; we strongly recommend that customers limit their SIDs to ASCII characters (letters, numbers & spaces).

SIDS should really represent your company/brand/identity name to easily identify the sender.

The use of common/generic names & words are not allowed.

SIDs must not be those of another company or competitor.

Submitted by: [name of the Brand’s representative] \*

Tittle:

Phone \*:

E-mail address \*:

I hereby warrant that I am duly authorized by [Brand] to sign this letter of authorization on their behalf.

Signature \*:--------------------------------------------------------------------------

\*mandatory, otherwise the form is not valid.