**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] , as an authorised signatory of [End client], permit [ClickSend] to perform all procedures required to register [End client] 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.

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:**

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

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

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

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

**Brand name Registration:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No.** | **Company** (Owner of Sender ID) | **Sender ID** | **Content** (\*)  | **SMS Content**(Sample) | **Purpose of Use** |
| **1** |  |  |  |  |  |

***(\*) Content:***

1. Verification code/One-time password
2. Account alerts
3. Transaction/booking notification
4. Customer care
5. Marketing/Advertisement
6. Others

Thank you for your cooperation.

Best regards.

…………………………………………..

**(Stamp)**

…………………………………………..

**Name of authorized signatory**

…………………………………………..

**Designation**

**Date 2019-08-14**