***Date:***

I, <Authorised Signatory> as an authorized signatory of <Company Name> permit to perform all procedures required to register <Company Name> brand name for outgoing SMS sender ID. I acknowledge that all SMS Content will be sent via the Emirates Integrated Telecommunications Company PJSC (“du”)

We undertake to comply with all applicable laws (including, but not limited to, as they relate to fraud and SPAM) and indemnify DU 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 who have consented (in a form that is recorded and physically presentable) to receive SMS communication 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:

Type of business/industry:

Address: < Mention full address>

Position:<Designation>

**Brand name Registration:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Sender ID type | Company  (Owner of Sender ID) | Sender ID\* | Block Chain ID\* | SMS Content  (Provide Sample) | Purpose of Use |
| 1 | Promotional | <Company Name> | AD-MyBrand | Mandatory |  | Marketing Communication |
| 2 | Transactional | <Company Name> | MyBrand | Optional |  | Transactional Alerts, OTP |

\*Promotional sender Ids needs to have “AD- “prefix and Blockchain ID

We authorize SINCH to whitelist sender id on our behalf.

Thank you for your cooperation.

Best regards,

…………………………………………………

(Signature)

<Authorized Signatory>

<Name of authorized Signatory>

<Date>