

Optus Direct Carrier Billing Message Flow Infringements and Actions Required

		Infringements	Severity	Actions Required
\$30 Spend Notification	Programme	Failure to send \$30 spend notification message Section 10.5, Optus Direct Carrier Billing Policy	1	Display \$30 spend notification on the payment confirmation page or send a \$30 spend notification message, when \$30 spend is reached on a product or service in a calendar month
		Failure to advise \$30 spend has been reached Section 10.5, Optus Direct Carrier Billing Policy	1	Advise customers they have reached a \$30 spend, e.g., "FreeMsg U have reached or passed \$30 spend on services provided by [name of content provider]"
		Failure to advise that message is for informational purposes only Section 1	2	Advise customers they have reached a \$30 spend, e.g., "FreeMsg U have reached or passed \$30 spend on services provided by [name of content provider]"
		Failure to preface \$30 spend notification message with "FreeMsg" Section 10.5, Optus Direct Carrier Billing Policy	2	Advise customers that the message is for informational purposes only
		Failure to identify product, service, or Website name Section 10.5, Optus Direct Carrier Billing Policy	2	Preface all \$30 spend notification messages with "FreeMsg"
		Failure to identify product, service, or Website name clearly Section 10.5, Optus Direct Carrier Billing Policy	3	Display product, service, or Website name consistently among all messages and ad
	T&Cs	No unsubscribe information [subscription services only] Section 10.5, Optus Direct Carrier Billing Policy	1	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"
		Unclear unsubscribe information [subscription services only] Section 10.5, Optus Direct Carrier Billing Policy	2	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"
		Incorrect unsubscribe information [subscription services only] Section 10.5, Optus Direct Carrier Billing Policy	2	Display STOP as unsubscribe command
		No local-charge or free-call Helpline number Section 10.5, Optus Direct Carrier Billing Policy	1	Display local-charge or free-call Helpline number
Subscription Charge Confirmation	Programme	Failure to send subscription charge confirmation message Section 16.3, Optus Direct Carrier Billing Policy	1	Send a subscription charge confirmation message each time a charge is applied to a customer's prepaid balance or postpaid account for an ongoing subscription
		Subscription charge confirmation message sent as WAP push Section 16.3, Optus Direct Carrier Billing Policy	1	Send subscription charge confirmation messages as standard SMS messages only
		Failure to advise customers have been charged for subscription Section 16.3, Optus Direct Carrier Billing Policy	1	Advise customers they have been charged for their ongoing subscription
		Failure to preface subscription charge confirmation message with "FreeMsg" Section 16.3, Optus Direct Carrier Billing Policy	2	Preface all subscription charge confirmation messages with "FreeMsg"
		Failure to identify service Section 16.3, Optus Direct Carrier Billing Policy	2	Display service name
		Failure to identify service clearly Section 16.3, Optus Direct Carrier Billing Policy	3	Display service name consistently among all messages and ad
	Pricing	Failure to disclose the homepage URL within the subscription charge confirmation	2	Disclose homepage URL within the subscription charge confirmation
		No pricing Section 16.3, Optus Direct Carrier Billing Policy	1	Display full, accurate pricing in prescribed format: \$XX.XX
		Conflicting pricing Section 16.3, Optus Direct Carrier Billing Policy	2	Display pricing accurately, consistently, in prescribed format in all messages and ad: \$XX.XX
		Unclear pricing Section 16.3, Optus Direct Carrier Billing Policy	3	Display full, accurate pricing in prescribed format: \$XX.XX
	Subscription	No subscription disclosure Section 16.3, Optus Direct Carrier Billing Policy	1	Disclose subscription nature of offer
		No subscription charge period Section 16.3, Optus Direct Carrier Billing Policy	2	Display subscription charge period
		Unclear subscription charge period Section 16.3, Optus Direct Carrier Billing Policy	2	Express subscription charge period per time interval such as day, week, or month
	T&Cs	No unsubscribe information Section 16.3, Optus Direct Carrier Billing Policy	1	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"
		Unclear unsubscribe information Section 16.3, Optus Direct Carrier Billing Policy	2	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"
		Incorrect unsubscribe information Section 16.3, Optus Direct Carrier Billing Policy	2	Display STOP as unsubscribe command
Incorrect, unclear, or no product quantity 3.1.2		2	Display product quantity accurately, consistently, among all messages and ad	
Payment Failure Notification	Programme	Failure to send payment failure notification message Section 16.3, Optus Direct Carrier Billing Policy	1	Send a payment failure notification message in the event that a subscription renewal payment fails
		Failure to advise payment has failed Section 16.3, Optus Direct Carrier Billing Policy	1	Advise customers payment has failed
		Failure to include reason for payment failure Section 16.3, Optus Direct Carrier Billing Policy	1	Include reason for payment failure in user-friendly terms, e.g., "You have an insufficient prepaid balance. Please recharge and try again."
		Failure to advise no charge has been applied to customer accounts Section 16.3, Optus Direct Carrier Billing Policy	1	Advise customers that no charge has been applied to their accounts
		Failure to advise payment retry time Section 16.3, Optus Direct Carrier Billing Policy	1	Advise when the payment will be retried
		Failure to advise customer of service access status Section 16.3, Optus Direct Carrier Billing Policy	2	Advise customers if they have access to service, or not
		Failure to preface payment failure notification message with "FreeMsg" Section 16.3, Optus Direct Carrier Billing Policy	1	Preface all payment failure notification messages with "FreeMsg"
	T&Cs	No local-charge or free-call Helpline number Section 16.3, Optus Direct Carrier Billing Policy	1	Display local-charge or free-call Helpline number
Marketing	Programme	Unauthorised marketing message or messages Section 12, Optus Direct Carrier Billing Policy	1	Refrain from sending marketing messages to customers who decline option, opt out, or whose payments have failed
		Marketing message sent as WAP push Section 12.3, Optus Direct Carrier Billing Policy	1	Send marketing messages as standard SMS messages only
		Failure to preface marketing message with "FreeMsg" Section 12.3, Optus Direct Carrier Billing Policy	2	Preface all marketing messages with "FreeMsg"
	T&Cs	No unsubscribe information Section 12.4, Optus Direct Carrier Billing Policy	1	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"
		Unclear unsubscribe information Section 12.4, Optus Direct Carrier Billing Policy	2	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"
Unsubscribe Confirmation	Programme	Incorrect unsubscribe information Section 12.4, Optus Direct Carrier Billing Policy	2	Display STOP as unsubscribe command
		Failure to send unsubscribe confirmation message Section 16.6, Optus Direct Carrier Billing Policy	1	Send an unsubscribe confirmation message when a customer sends STOP to a subscription shortcode
		Contains unauthorised marketing elements Section 16.6, Optus Direct Carrier Billing Policy	1	Remove unauthorised marketing elements from unsubscribe confirmation message
		Failure to advise customers will forfeit remainder of subscription charges or will have access to service until expiry date Section 16.6, Optus Direct Carrier Billing Policy	1	Advise customers they will forfeit the remainder of the subscription charges or will have access to the service until the expiry date
		Failure to preface unsubscribe confirmation message with "FreeMsg" Section 16.6, Optus Direct Carrier Billing Policy	2	Preface all unsubscribe confirmation messages with "FreeMsg"
Failure to confirm service termination Section 16.6, Optus Direct Carrier Billing Policy	2	Inform customer that service has been terminated		

Optus Direct Carrier Billing Message Flow Infringements and Actions Required

		<i>Infringements</i>	<i>Severity</i>	<i>Actions Required</i>
Unsubscribe Confirmation	Programme	Failure to identify service Section 16.6, Optus Direct Carrier Billing Policy	2	Display service name
		Failure to identify service clearly Section 16.6, Optus Direct Carrier Billing Policy	3	Display service name consistently among all messages and ad
	T&Cs	No local-charge or free-call Helpline number Section 16.6, Optus Direct Carrier Billing Policy	1	Display local-charge or free-call Helpline number
Transaction	Programme	Failure to send a charge message for transaction purchases	2	Send a charge message confirming the transaction purchase
		Incorrect, unclear, or no product quantity 3.1.2	2	Display product quantity accurately, consistently, among all messages and ad
		Service must match what is provisioned in OPC	2	Service name, service description, and pricing must match OPC
		Member service content is inaccessible/non-functional	1	Ensure that member content is available

Optus Direct Carrier Billing Message Flow Infringements and Actions Required rev 1.1

Mar-16

OPTUS PROPRIETARY AND CONFIDENTIAL

► Yellow highlights indicate all changes and additions since the previous revision.