

23- Business SMS System

SMS messaging, also known as text messaging, is an additional method of communication that authorized users will use to communicate with power sector entities. SMS messaging will be utilized by authorized personnel only.

Compliance

Compliance with the PTA rules should be implemented. In accordance with the “Protection from Spam, Unsolicited, Fraudulent and Obnoxious Communication Regulation 2009” the transmission of harmful, fraudulent, misleading, illegal or unsolicited messages, or causing any electronic system to show any such message or is being involved in falsified online user account registration or falsified domain name registration for the commercial purpose (i.e. spamming) is unauthorized.

No Telemarketing call

The employees are not allowed to do telemarketing calls unless authorized from the competent authority.

SMS privacy

User must observe strictly the privacy of user data/content in the SMS e.g. personal information, account information, access information of any kind, payment information, device data, online information data, cookies, social media information etc. should never be revealed to any unauthorized person.

What Can't be Texted – SHAFT

The rules and best practices for the text messaging must be followed. One of these rules is known as SHAFT—sex, hate, alcohol, firearms, and tobacco. Including content related to any of these topics in your call-to-action or any of your messages should be considered one of the highest violations, and may result in an immediate action.

Age gate prevention

The senders or receivers are responsible for not to provide the access of any content from those who are not appropriately-aged.

Messages (contents)

All approved officials must abide by policies and ensure:

1. The message is valid
2. The wording is appropriate.
3. Text messaging must not be used for:
 - a. Offense
 - b. Threat
 - c. Inappropriate contents
 - d. False information
 - e. Repeated reminders
 - f. Personal matters

4. All messages must be tagged with the appropriate identifier so that the recipients of the text can see immediately where it originated.
5. Authorized officials do not need prior approval to send periodic messages.
6. Individuals wanting a message sent on their behalf must receive approval from authority.
7. Messages should be no longer than **160 characters**
8. When possible abbreviations should be kept to a minimum.
9. All text messaging services or software must be approved by the competent authority.

Writing Procedures

SMS should follow good supporting procedures related to the operational processes to be followed. To ensure these are effective and error free, please consider the following six points.

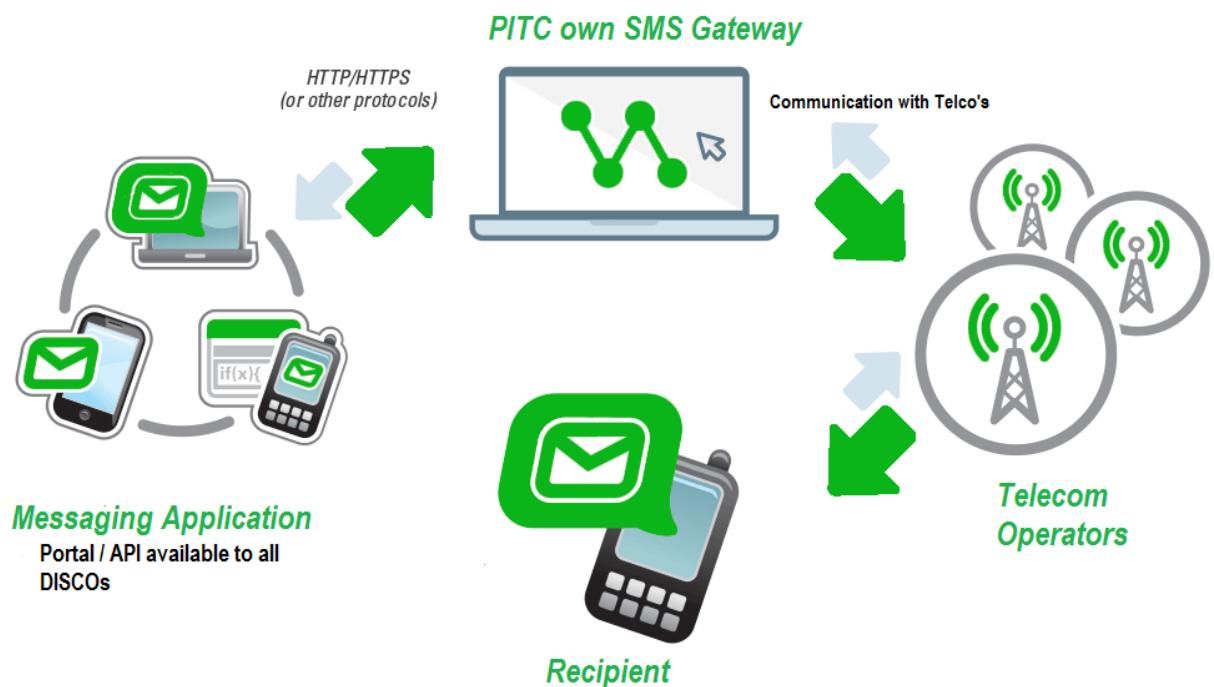
1. Be Clear and Concise. Make sure procedures are easy to understand and follow.
2. Be Correct. Make sure they are grammatically correct with no spelling errors.
3. Be Consistent. Use the same format and delivery system for all procedures.
4. Be Complete. Review and test a procedure with someone who does not know it, to make sure no steps have been omitted.
5. Be in Context. Ensure that actions properly describe the activity to be performed.
6. Be in Control. Incorporate feedback and process controls to be effective and remain effective.

Business SMS System (Already available to DISCOs)

There are two types of SMS services already being used by MoE/PEPCO/DISCOs

1. **Bulk SMS** - Bulk SMS refers to sending a SMS message to multiple end users at the same time. Bulk SMS is typically a 'broadcast' or "one-to-many" type of message.
PITC developed an in house SMS Portal to broadcast bulk messages to electricity consumers of DISCO's.

Bulk SMS flow



Features

- Bulk broadcasting of Feeder's Scheduled Load shedding messages to respective consumers.
- Bulk broadcasting of Feeder's Emergent Shutdown to respective consumers.
- Urgent Notification to Officers/Officials of a DISCO.
- Abnormal consumption messages to SDO/XEN/SE's against their consumers.
- Reports for SMS verification and invoicing.

2. **8118 Service** – 8118 is registered short code that is available for sending messages regarding complaints of consumers and also being used for sending notifications to the targeted audience. 8118 is a two way services and recipients can also communicate back on this short code.

Commitment to Privacy

1. The system is committed to maintain the confidentiality, integrity and security of personal information and will take all appropriate technical and organizational security measures to ensure that where any personal information is provided will

be protected against loss, destruction and damage, and against unauthorized or accidental access, processing, erasure, transfer, use, modification, disclosure or other misuse.

2. System shall not disclose to any person any personal data of a data subject that is processed or hosted by us where any such disclosure would not comply in all respects with the provisions of any applicable data protection legislation or regulations relating to the data subject concerned.
3. A User's phonebook, message content indicating to whom messages were sent to or received from belong exclusively to that User and will not be disclosed to any third parties without the user's written permission or unless compelled to do so by a court of law.
4. The system undertakes to ensure technical and organizational security measures that provide a level of protection appropriate to the risks represented by the processing of such data and in order to protect such data against accidental or unlawful destruction, accidental loss, alteration, unauthorized disclosure or access or any other unlawful form of processing.
5. Any recipient of any message has the right to know the identity of the sender, and this will be disclosed on request to the recipient.
6. Users may be required to submit limited personal information when accessing the Services including a username, email address and password for the purposes of protecting User accounts against unauthorized access. In addition, messages, files or other data contained in the Services may contain the personal information of third parties.
7. The system may automatically record certain information about the use of our Services such as account activity (e.g. usage, log-ins, actions taken), data displayed or clicked on (e.g. GUI elements, links), and other log information (e.g. browser type, IP address, date and time of access).
8. The system may use this information to provide authorized persons with usage reports and internally to deliver the best possible service to our clients and Users, such as improving software user interfaces and maintaining a consistent, reliable and secure user experience.
9. System may also detect and log a User's location and IP address in order to identify the User's geographic region or time zone for routing traffic to geographically based servers or for managing time-sensitive tasks like the sending of notifications.
10. Like many reputable online companies, Services, including website, other online services, applications, email messages and advertisements, if any, may use "cookies" to collect information.
11. The system uses this information to understand and analyze trends, to administer and to learn about user behavior on our services.
12. System may carry out and perform functional, statistical, textual, semantic and other forms of analysis of non-personally identifiable data that is hosted or processed by us in relation to our Services. We do this to improve the performance of our Services, to understand the way in which our Services are being utilized, to identify usage patterns, market trends, to gain insights and to formulate new products and service offerings. We may also process, aggregate

and anonymize personal data such that it does not reveal any confidential, personal or sensitive data or any features from which confidential, personal or sensitive data may be ascertained. We will never disclose confidential, personal or sensitive data without the direct or indirect consent of the party to whom we owe the duty of confidentiality and/or the data subject concerned. We may process and transfer anonymized data in our reasonable discretion including within the Licensors' group of companies.

13. API's and Third Party Processing

Where, for the purpose of providing the Services, Service acts as an Application Programming Interface ("API") for the purpose of specifying how different software systems should interact with each other, or where for that same purpose any our system service interacts with other API's, including third party API's, we may pass and retrieve data, including personal information, between the different software systems and third parties that interact via those API's.

14. Where the system make use of third party service providers to help us provide the Services to you, including for the purposes of retrieving or delivering information, records, notifications or other messages to you or any User's or for hosting or providing any component of our Services, we require such third parties to maintain the confidentiality of any personal information we provide to them for these purposes.

15. We may share data, including Personal Data, collected from Users of our Services with third-party service providers or consultants who require access to that data to perform their work on our behalf for the purpose of helping us deliver our Services. These third party service providers or consultants are limited to only accessing or using this data to provide the services to us and must provide reasonable assurances that they will appropriately safeguard the data. We may also share non-personal or non-identifiable information, including website visitor information and account usage data with third party analytics service providers.

16. Revisions and Termination

SM Policy may be updated from time to time at the discretion of competent authority and changes will become effective upon posting to the site.