

SMS Compliance in New Zealand

In New Zealand, all marketing messages must comply with all NZ Privacy and Spam legislation.

It is your responsibility to ensure you comply with these rules. The following are some general best practices:

- Text messages cannot be sent to handsets that have not subscribed to receive messages.
- Short codes are compulsory for marketing campaigns.
- Marketing use cases must be on a specific dedicated short code.
- SMS campaigns should have an unsubscribe function (eg. OPT-OUT/STOP) in the recipient's local language. The multiTXT platform will do this automatically.
- An 'opt-out' or 'stop' option must be stated at the end of the message.
- Opting out/unsubscribing must be free of charge for marketing messages, and must be with the same means of contact as the outbound message.
- The sender must be identified at the beginning of the message.
- It is advisable to communicate during a recipient's daytime hours unless urgent.
- Do not contact end users on do-not-call or do-not-disturb registries.
- Where a reply is required on Standard Rated Codes, the end user must be informed that a 20c charge applies.

Here are some examples of a messages that meet these guidelines:

ABC Sportswear: Come in store this Friday for 50% off all stock for VIP members. Make sure you bring your membership cards. Reply STOP to opt out or ph [0800XXXX](tel:0800XXXX).

Note: A Zero Rated Code needs to be in place for the above marketing message to ensure the opt out is free of charge to the recipient.

For messages where the end user will get charged to reply, ie subscription example:

XYZ Gym: Your membership subscription is due to renew. If you would like to continue, reply YES. Reply STOP to unsubscribe. Replies cost 20c.

Note: The above message is a Standard Rated Code and must inform the end user of the 20c cost to reply and have an opt out.






New Zealand Shortcodes – General operation requirements

- A shortcode which is a 3 or 4 digit code is permitted to send Application to Person (a2p) SMS in NZ.
- A dedicated code is required for sending SMS marketing campaigns within New Zealand.

BENEFITS OF A DEDICATED CODE

- Being on a dedicated code means that all messages will originate from the same single number, and no other organisations will be able to send traffic on that code.
- This would also increase the credibility and TRUST of customers, as messages will always come from the same code.
- Low risk of code being suspended and services affected by network operators due to SMS spam or scam.

Technical support capabilities

Delivery Receipts SMSC (DR) 	Delivery Receipts Handset (DR) 	
Mobile Number Portability (MNP) 	Data Encoding Support 	Concatenation Support 

Important Regulation Information

The TCF

The New Zealand Telecommunications Forum (TCF) is a member organisation, representing the majority of telecommunications providers in New Zealand (over 95% by revenue share). You can read [TCF regulation here](#).

Their members pay for their services, which include public good initiatives, disputes resolution services, logistical processes, and consumer education, so consumers can access them for free.

The forum provides neutral, independent information about New Zealand telecommunications products and services and how the industry works in New Zealand.

The DIA

The Department of Internal Affairs serves and connects people, communities, and government to build a safe, prosperous, and respected nation. You can read about SMS spam on the DIA's website, both [here](#) and [here](#).

The UEMA

The Unsolicited Electronic Messages Act (UEMA), also called the anti-spam law, makes it illegal to send spam to, from or within New Zealand, or using harvesting software to create address lists to send unsolicited commercial electronic messages, eg emails or text messages. You can [read more about this here](#).

On September 5th 2007, the Unsolicited Electronic Messages Act 2007 came into force. The Act prohibits the sending of unsolicited commercial electronic messages with a NZ link. It also requires all commercial electronic messages to include information about who authorised the message and to provide a functional unsubscribe facility. Finally, it prohibits address-harvesting for the purpose of unsolicited commercial messages.