

# Mandatory keyword requirements for Canadian short codes



The latest version of CWTA's Canadian Common Short Code Application Guidelines (3.9) specifies new language requirements for the mandatory keyword responses.

Regardless of the language short code programs are run in, the mandatory keyword responses must meet the following criteria:



**HELP & STOP**  
Responses to the mandatory keywords HELP and STOP must be in English.



**AIDE & ARRET**  
Responses to the mandatory keywords AIDE and ARRET must be in French.



**INFO**  
Responses to the mandatory keyword INFO must be bilingual.

## What are some helpful tips I should keep in mind?

- The character limit for mandatory keyword responses is 160.
- When a URL is included as a method of contact for customer service, if the webpage cannot be translated to French, a language denotation must be included next to the URL (EN).
- A toll-free number or email address are also acceptable methods of contact for customer service. If either of these two methods are provided in the mandatory keyword responses, a language denotation is not required.
- All new short code applications must abide by these language requirements.
- Avoid using Unicode characters in messages (ie. Ê, À, ê, fullwidth apostrophe " ' ") as it results in a decrease of available characters per message. Stick to the [7-bit characters](#) whenever possible.
- Existing short code programs must be updated to reflect the new requirements by November 13, 2022.

# 160

character limit for mandatory keyword responses

# How should I set up the mandatory keyword responses?

## HELP

[Company name]: For HELP, contact:  
[www.companywebsite.com OR email OR  
toll-free number]. 2msgs/mo.  
StdMsg&DataRatesApply. Text STOP to cancel.

## AIDE response must always be in French

[Company name]: Pour de l'aide, contactez:  
[www.companywebsite.com OR email OR  
toll-free number]. (EN). 2msgs/mois.  
FraisStdDeMsgs&DonnéesS'appl. Répondez  
ARRET pour annuler.

## INFO response must always be bilingual

[Company name]: For HELP, contact:  
[www.companywebsite.com OR email  
OR toll-free number]. /  
[Company name]: Pour de l'aide, contactez:  
[www.companywebsite.com] (EN).

## STOP

(subscription programs) -  
[Company name]: You will no longer receive  
any further messages.  
(non-subscription programs) -  
[Company name]: This is not a subscription  
service.

## ARRET response must always be in French

(subscription programs) -  
[Company name]: Vous ne recevrez plus  
de messages.  
(non-subscription programs) -  
[Company name]: Ce n'est pas un service  
d'abonnement.

