

GUIDE

Mandatory keyword requirements for Canadian short codes



The Canadian Telecommunications Association requires that all short code programs support five mandatory keywords: HELP, AIDE, INFO, STOP, ARRET.

The mandatory keywords must be implemented on all short code programs, regardless of price point, intended audience, message frequency, subscription status, or commercial availability.

How should I set up the mandatory keyword responses?

Use the following templates as guides to create compliant messages for each of the 5 mandatory keywords

HELP

[Redacted] : For HELP, contact:

[Redacted]

MsgFreqVaries. Msg&DataRatesApply.
Text STOP to cancel.

AIDE – response must always be in French

[Redacted] Pour de l'aide, contactez:

[Redacted]

FreqDesMsgsVarie.
FraisDeMsg&DonnéesS'appl. Répondez
ARRET pour annuler.

INFO – response must always be bilingual

[Redacted]

[Redacted]

DataRatesApply / FraisDeDonnéesS'appl.

STOP

(subscription programs)

[Redacted] You will no longer receive any
further messages.

(non-subscription programs)

[Redacted] This is not a subscription service.

ARRET – response must always be in French (subscription programs)

[Redacted] Vous ne recevrez plus
de messages.

(non-subscription programs)

[Redacted] : Ce n'est pas un service
d'abonnement.

What are some helpful tips I should keep in mind?

- The character limit for mandatory keyword responses is 160.
- If including a URL, make sure to add `DataRatesMayApply/FraisDeDonnéesS'appl.`
- [Use 7-bit characters](#) (i.e., not Unicode) to avoid multiple message parts.

MAXIMUM

160

characters for mandatory
keyword responses



HELP & STOP

These keywords must respond in English.



AIDE & ARRET

These keywords must respond in French.



INFO

This keyword response must be bilingual.

