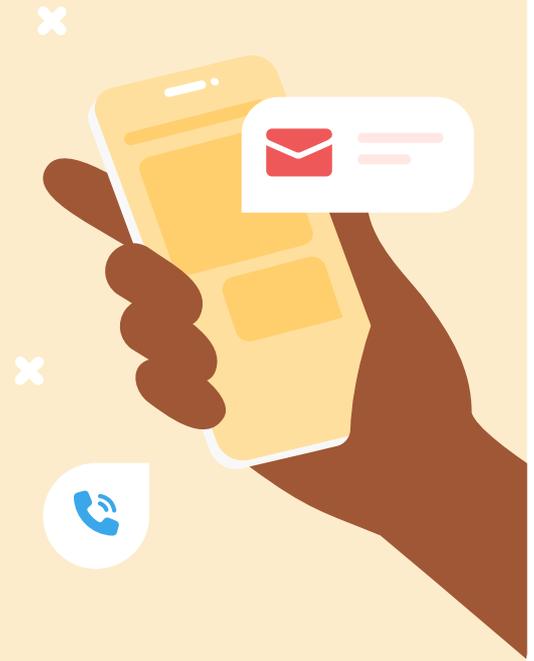


# Canadian Short Code Onboarding

## Introduction

Whether you're considering a new short code lease, or the migration of an existing short code, this document provides an overview on what to expect throughout the process. To onboard a short code, or if you have any questions, contact your account manager or [ca.programs@sinch.com](mailto:ca.programs@sinch.com).



## Activation Process

In Canada, short codes are administered by the Canadian Telecommunications Association (CTA) on behalf of the wireless operators. Sinch has a long-standing relationship with the CTA and will be your guide from application to go-live. To lease a short code, a common short code application form must be submitted to CTA for approval. Sinch will assist with completing the form and ensuring compliance. CTA deposit fees will be due at submission. Plan for around a three-to-seven-week provisioning timeline.

# 3-7

Plan for around a three-to-seven-week provisioning timeline.

## Implementation Timeline



### Step 1 Finalizing the Short Code application

There will likely be a couple of rounds of feedback back and forth to get the application ready for submission.

Duration: How long this step takes depends on how clear and clean the Short Code application is.



### Step 2 Carrier Review & Approval

The CTA has a weekly application deadline, which is usually Thursdays, unless a long weekend is coming up, in which case the deadline is moved up to Wednesday.

Duration: The application will be presented to the carriers the following Tuesday. If approved a Letter of Approval will be distributed within the same week.



### Step 3 Short Code Provisioning

Some of the Canadian carriers provision new Short Codes once a week and others once per month. The assigned provisioning dates are detailed in the Letter of Approval mentioned in Step 2.

Duration: This is where the timeline variability comes in. If an application is submitted towards the end of a calendar month, it will likely receive a longer provisioning window.

## Rules and Regulations

### Opt-In Requirements

- Price disclosure: “standard message rates may apply” must be clearly displayed on the opt-in page.
- Handset verifier: For online, verbal and paper opt-ins (i.e., opt-ins that are not initiated on the handset), a handset verifier is required to positively confirm that the correct person is opting into the program.

### Types of Opt-Ins

**Web (example):** Mobile number: Enter your mobile number to receive [type of alerts] from [brand name]. Standard message rates may apply.

**Keyword (example):** Text [keyword] to receive [type of alerts] from [brand name]. Standard message rates may apply.

**Spoken (example):** “Would you like to receive [type of alerts] from [brand name]? Please note that standard message rates may apply.”

**Paper (example):** If you wish to receive [type of alerts] from [brand name], provide your mobile number below. Standard message rates may apply:  
1-613-555-1234 +1-613-555-1234

## Mandatory Keyword Responses

Five (5) mandatory keywords must be implemented on all short codes:

Examples are shown below:

Keyword (MO)	Requirements in response (MT)
HELP	Program name, price point, message frequency, customer service information & opt-out instructions.
AIDE	Same response as HELP, but in French.
INFO	Program name and customer service information (bilingual message).
STOP	Program name, confirmation that the user will no longer receive messages.
ARRET	Same response as STOP, but in French.

Keyword (MO)	Requirements in response (MT)
HELP	Sinch: For help, contact: support@sinch.com. MsgFreqVaries. Msg&DataRatesApply. Text STOP to cancel.
AIDE	Sinch: Pour de l'aide, contactez: support@sinch.com. FreqDesMsgsVarie. FraisDeMsg&DonnéesS'appl. Répondez ARRET pour annuler.
INFO	Sinch: support@sinch.com. DataRatesApply / FraisDeDonnéesS'appl.
STOP	Sinch: You will no longer receive any further messages.
ARRET	Sinch: Vous ne recevrez plus de messages.



## Testing

- ✓ After the short code is provisioned, the mandatory keyword responses and a keyword to test the opt-in (START) must be implemented by the client.
- ✓ Client must provide screenshot or website of the opt-in page.
- ✓ Sinch submits the pre-launch testing form to CTA.
- ✓ Once CTA confirms compliance, the short code may launch commercially.



### MMS:

Sinch is expecting to launch MMS on Canadian Short Codes in Q1 2024!

We will be able to assist you with launching a new MMS campaign or revising an SMS campaign to include MMS.

Stay tuned for updates from Sinch or contact your Account Manager for more information.

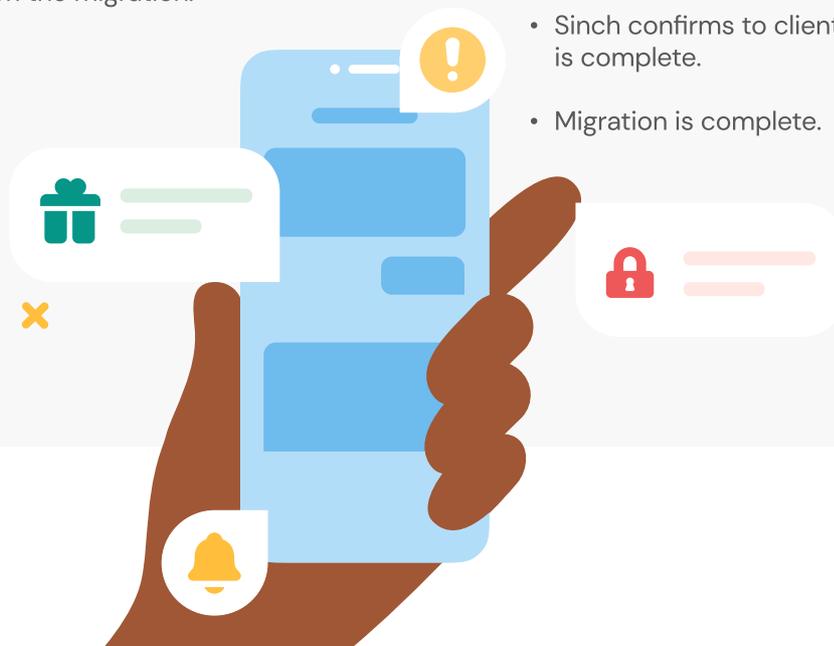
## Migrating a Code:

### Letter of Authorization

- Migrating a short code from another aggregator to Sinch follows a similar process to obtaining a new short code.
  - The aggregator section of the short code application form must be updated and submitted to the CTA.
  - The client must provide a migration letter stating that they will be migrating their short code to Sinch.
- Migrations will take place on the 2nd Tuesday of each month.
- The operators cannot guarantee the specific time of day they will perform the migration.

### End to End Points

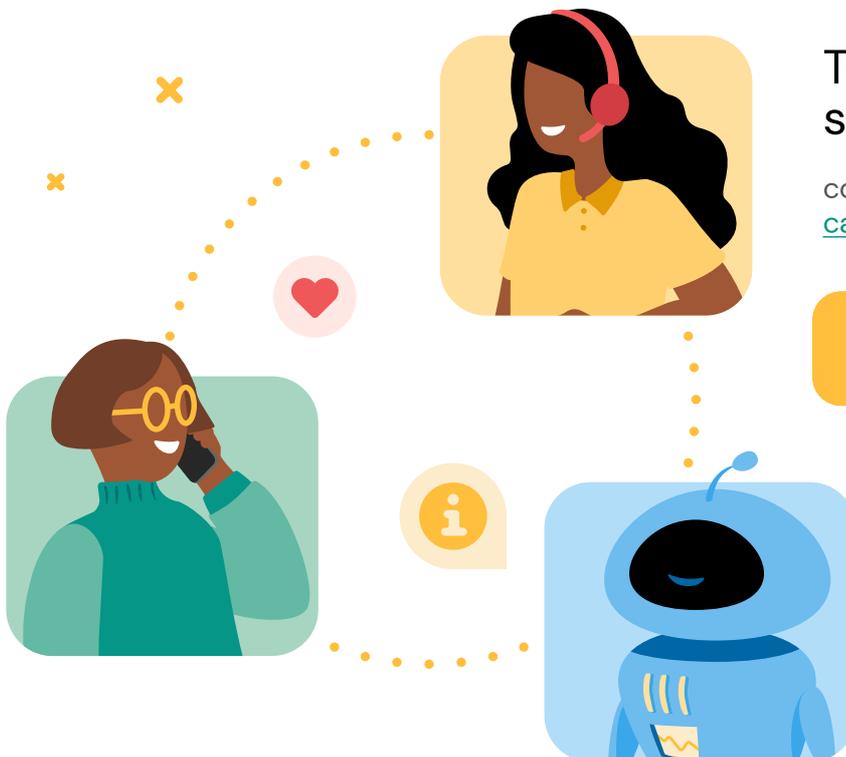
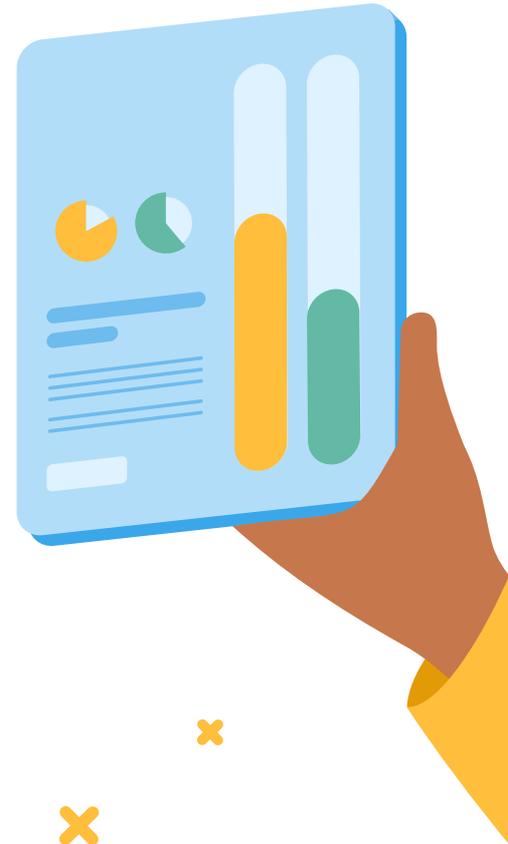
- Sinch sets up client account and whitelists client's IP address.
- Sinch deploys and tests new client account.
- Client connects to and tests new client account functionality (MT, MO, Delivery Receipts).
- Sinch pre-provisions the short code to be migrated to the client's account.
- The operators migrate the short code to Sinch's SMSC.
- Sinch tests short code to verify functionality.
- Sinch confirms to client that the migration is complete.
- Migration is complete. ✘



If the client migrates any short code to Sinch's SMSC prior to the operator provisioning it on our SMSC, we cannot guarantee delivery.

### Post-Migration Testing

- On the day of migration, Sinch will send test MOs on devices for all operators and monitor the SMSC to confirm that operators are now routing MOs to Sinch.
  - To conduct proper testing, it's important that the mandatory keyword responses (HELP/AIDE, INFO, STOP/ARRET) are set up by the client.
- Sinch will verify that MOs and MTs are being properly routed between the device and client for all operators.
- Sinch will immediately contact operators should any troubleshooting be required.



To get started with short code onboarding

contact your account manager or [ca.programs@sinch.com](mailto:ca.programs@sinch.com).

**Speak to an expert**