

## Single Purchase

Category	Example
Billing Confirmation	"Hi you've purchased [product or service] costing you [price/charge period] on your next bill. [Product URL]. [Helpline]."
\$30 Expenditure Update	"Hi you've spent over \$30 on [product or service]. Charges will appear on your next bill. Call [helpline]."
Insufficient Credit Notification	"Hi [product or service] couldn't complete your purchase due to insufficient credit. Please recharge to complete your purchase. [Helpline]."

## Subscription

Category	Example
Billing Confirmation	<p>"Hi you've subscribed to [service] costing you [price/charge period] on your next bill. [Product URL] Optout SMS STOP to [shortcode] or [helpline]."</p> <p><b>Or</b></p> <p>"Hi you've subscribed to [service] costing you [price/charge period] on your next bill. [Product URL] Reply STOP to [unsub, opt out, quit] or call [helpline]."</p>
Subscription Reminder	<p>"Hi you're subscribed to [service]. Optout SMS STOP to [shortcode] or [helpline]. Tips on 3rd party charges <a href="https://www.telstra.com/manage">https://www.telstra.com/manage</a>."</p> <p><b>Or</b></p> <p>"Hi you're subscribed to [service]. Reply STOP to [unsub, opt out, quit] or call [helpline]. Tips on 3rd party charges <a href="https://www.telstra.com.au/manage">https://www.telstra.com.au/manage</a>."</p>
Subscription Renewal Confirmation	<p>"Hi you're subscribed to [service] costing you [price/charge period] charged to your bill. [Product URL] Optout SMS STOP to [shortcode] or [helpline]."</p> <p><b>Or</b></p> <p>"Hi you're subscribed to [service] costing you [price/charge period] charged to your bill. [Product URL] Reply STOP to [unsub, opt out, quit] or call [helpline]."</p>
\$30 Expenditure Update	<p>"Hi you've spent over \$30 on your subscription to [service] Charges will appear on your next bill. Optout SMS STOP to [shortcode] or [helpline]."</p> <p><b>Or</b></p> <p>"Hi you've spent over \$30 on your subscription to [service]. Charges will appear on your next bill. Reply STOP to [unsub, opt out, quit] or call [helpline]."</p>

► **Yellow highlights** indicate all changes and additions since the previous revision.

## Subscription *continued*

Category	Example
Insufficient Credit Notification [confirmation]	"Hi [service] couldn't complete your subscription due to insufficient credit. Please recharge to complete your subscription [helpline]."
Insufficient Credit Notification [renewal]	"Hi [service] couldn't renew your subscription due to insufficient credit. Please recharge to complete your renewal [helpline]."
Unsubscribe Confirmation Message	"Hi. You've unsubscribed from [service]. Recent charges will be on your next bill. No further charges will apply from [DD/MM/YY]. More info [helpline]."

► **Yellow highlights** indicate all changes and additions since the previous revision.