

Telstra MPS Message Flow Audit Standards

Rev 4.00

13 December 2018

Telstra MPS Message Flow Audit Standards

Version History

Revision ¹	Effective Date	Details
1.06	1 June 2012	<p>Audit standards were revised to reflect changes to the Mobile Premium Services Code. Changes included the following:</p> <ul style="list-style-type: none"> ▪ New infringements addressing poor customer experience were added to the Subscription Request and Subscription Confirmation categories; ▪ Service names can now be displayed in the message body or header; ▪ The service name must be identified clearly in all paid messages; ▪ The service name must be identified clearly in chat warning and chat welcome messages for subscription services; ▪ The Single Purchase and Reverse Charge categories were added with infringements and actions required; and ▪ Code references were updated for the majority of infringements.
1.07	9 September 2013	The WAP Push Message category was added with infringements and actions required.
1.08	5 September 2016	<p>The severity of audit standards indicative of consumer risk was increased, including</p> <ul style="list-style-type: none"> ▪ Prohibited or unauthorised products or services; ▪ Misleading or deceptive advertising or sign-up processes; ▪ Inadequate or missing pricing information; and ▪ Inadequate or missing unsubscribe information.
2.00	1 April 2017	The audit standards document was revised to include a cover page and version history, and the style was updated. No audit standards were changed from the previous revision.
3.00	3 December 2017	<p>From 3 December 2017, aggregators and content providers are prohibited from advertising subscription services and from acquiring new subscription customers on the Telstra network.</p> <p>All infringements for the Subscription Request and Subscription Confirmation categories have been replaced with the new infringements “unauthorised subscription service” and “unauthorised resubscription (previous customer).”</p> <p>New infringement “unauthorised subscription service advertisement” has been added to the Marketing category.</p>
4.00	13 December 2018	From 13 December 2018, mobile premium services that are not authorised by Telstra, that fail to comply with the aggregator’s relevant agreement with Telstra, or both will be considered to be breaching the audit standards.

¹ Revisions before the Mobile Premium Services Industry Code (C637:2011) are not included in the version history.

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

Telstra MPS Message Flow Audit Standards

Non-subscription WAP Purchase Confirmation

Programme		
Infringement	Severity	Actions Required
Failure to send purchase confirmation message 4.3.2	1	Send purchase confirmation message, instructing customer to send MO message to shortcode
Unapproved Telstra endorsement or use of Telstra name 4.3.2	1	Remove Telstra endorsement or Telstra name
Contains unauthorised marketing elements 3.1.23	1	Remove unauthorised marketing elements from purchase confirmation message
Failure to preface purchase confirmation message with "FreeMsg" 4.3.2	2	Preface all purchase confirmation messages with "FreeMsg"
Failure to identify service 4.3.2	2	Display service name
Failure to identify service clearly 4.3.2	3	Display service name consistently in all messages and ad
Multiple purchase confirmation messages 4.3.2	3	Refrain from sending more than one purchase confirmation message per customer request
Pricing		
Infringement	Severity	Actions Required
No pricing 4.3.2	0	Display full, accurate pricing in prescribed format: \$XX.XX
Unclear pricing 4.3.2	0	Display full, accurate pricing in prescribed format: \$XX.XX
Conflicting pricing 4.3.2	0	Display pricing accurately, consistently, in prescribed format among all messages and ad: \$XX.XX
Use of the term <i>free</i> , implying product comes without charge 3.1.14	0	Remove the term <i>free</i>
T&Cs		
Infringement	Severity	Actions Required
No local-charge or free-call Helpline number 4.3.2	1	Display local-charge or free-call Helpline number
Alphanumeric Helpline number 4.3.2	1	Display local-charge or free-call Helpline number entirely in numerals (no letters)

\$30 Expenditure Update

Programme		
Infringement	Severity	Actions Required
Failure to send \$30 expenditure update 4.3.4; 4.4.11	1	Send expenditure update each time customer incurs \$30 in mobile purchase charges during single calendar month
\$30 expenditure update sent as WAP push 4.3.4; 4.4.11	1	Send \$30 expenditure updates as standard SMS message only
Unapproved Telstra endorsement or use of Telstra name 4.3.5; 4.4.12	1	Remove Telstra endorsement or Telstra name
Failure to preface expenditure update with "FreeMsg" 4.3.5; 4.4.12	2	Preface all expenditure updates with "FreeMsg"
Contains marketing elements Telstra rule	2	Remove marketing elements from all reminders and updates
Failure to identify service 4.3.5; 4.4.12; 4.4.9	3	Display service name or shortcode in message body or header
Failure to identify service clearly 4.3.5; 4.4.12; 4.4.9	3	Display service name in message body or header and consistently in all messages and ad

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

Telstra MPS Message Flow Audit Standards

Paid

Programme		
Infringement	Severity	Actions Required
Unauthorised mobile premium service ² Telstra rule	0	Discontinue offer immediately
Failure to preface paid message with "\$Msg" 5.2.8	1	Preface all paid messages with "\$Msg"

WAP Push

Programme		
Infringement	Severity	Actions Required
Unauthorised mobile premium service ³ Telstra rule	0	Discontinue offer immediately
Failure to preface paid message with "\$Msg" [paid messages only] 5.2.8	1	Require customer to send MO message to shortcode before sending billed MT
No local-charge or free-call Helpline number or shortcode 5.1.8	1	Display local-charge or free-call Helpline number or shortcode
Local-charge or free-call Helpline number or shortcode positioned incorrectly 5.1.8	2	Display local-charge or free-call Helpline number or shortcode <i>before</i> WAP Website URL

Single Purchase Paid

Programme		
Infringement	Severity	Actions Required
Unauthorised mobile premium service ⁴ Telstra rule	0	Discontinue offer immediately
Failure to require customer opt-in 5.1.2	1	Require customer to send MO message to shortcode before sending billed MT
Failure to preface paid message with "\$Msg" 5.2.8	1	Preface all paid messages with "\$Msg"
Misrepresentation of billed message quantity 3.1.2	1	Ensure billed message quantity in message flow reflects billed message quantity in ad

Reverse Charge Paid

Programme		
Infringement	Severity	Actions Required
Failure to require customer opt-in [MO-initiated services only] 5.1.2	1	Require customer to send MO message to shortcode before sending billed MT
Failure to preface paid message with "\$Msg" 5.2.8	1	Preface all paid messages with "\$Msg"
Multiple MT messages triggered by single charge 5.2.3	1	Send single MT message per charge to customer

^{2, 3, 4} Mobile premium services that are not authorised by Telstra, that fail to comply with the aggregator's relevant agreement with Telstra, or both are subject to immediate escalation to Telstra.

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

Telstra MPS Message Flow Audit Standards

Marketing

Programme		
Infringement	Severity	Actions Required
Unauthorised mobile premium service advertisement* Telstra rule	0	Discontinue offer immediately
Unauthorised marketing message or messages 3.1.23	1	Refrain from sending marketing messages to customers who decline option or opt out
Message sender not identified 3.1.17	1	Identify message sender clearly and accurately in all marketing messages (identify content provider by name)
Unclear or inaccurate identification of message sender 3.1.17	1	Identify message sender clearly and accurately in all marketing messages (identify content provider by name)
Unapproved Telstra endorsement or use of Telstra name 3.1.2	1	Remove Telstra endorsement or Telstra name
Contains adult-related language or concepts 3.1.17	1	Remove adult-related language or concepts from all marketing messages
Failure to preface marketing message with "FreeMsg" 3.1.17	2	Preface all marketing messages with "FreeMsg"
Implies message is personal or suggests false imperative 3.1.17	2	Refrain from implying marketing message is personal or suggesting false imperative
Multiple marketing messages sent per week 3.1.18	2	Refrain from sending more than one marketing message per week without customer consent
Pricing		
Infringement	Severity	Actions Required
No pricing 3.1.22	1	Display full, accurate pricing in prescribed format: \$XX.XX
Use of the term <i>free</i> , implying product comes without charge 3.1.14	2	Remove the term <i>free</i>
T&Cs		
Infringement	Severity	Actions Required
No unsubscribe information 3.1.17	0	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"
Unclear unsubscribe information 3.1.17	1	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"
Incorrect unsubscribe information 3.1.17	1	Display <i>STOP</i> as unsubscribe command

*Subject to immediate escalation to Telstra

Error

Programme		
Infringement	Severity	Actions Required
Failure to send error message 5.1.9; 5.1.10	1	Send message promptly informing customer that message has not been recognised
Failure to preface error message with "FreeMsg" 5.1.9; 5.1.10	2	Preface all error messages with "FreeMsg"
Failure to confirm error 5.1.9; 5.1.10	2	Inform customer message has not been recognised
Failure to identify service clearly 5.1.9; 5.1.10	3	Display service name consistently in all messages and ad
T&Cs		
Infringement	Severity	Actions Required
No local-charge or free-call Helpline number 5.1.9; 5.1.10	1	Display local-charge or free-call Helpline number

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