

Will the service work on all networks?

For the pilot the service will work on the networks of Globalstar, Optus, Telstra and Virgin Mobile.

What should I do if I send a SMS to a 13/1300 number and it doesn't work.

The ability to send a SMS to 13/1300 number is limited during the trial. If you are sure the 13/1300 number is SMS enabled (normally it will be promoted as an available service) and you are not on the Vodafone or 3 Network then we recommend you phone the 13/1300 number and notify the company promoting the service.

Please note however that a SMS is delivered on a "store and forward" basis. This means that most of the time the SMS is delivered in near real time. However this is subject to a number of factors such as the volume of messages being sent (e.g. Christmas, New Year's Eve are always popular times and therefore can take longer).

Will my privacy be protected by sending a SMS to a 13/1300 number?

When you send a SMS to a 13/1300 number you may be establishing a business relationship with the company promoting the service.

Within each communication with the business you should be offered the chance to opt-out of any future dialogue via the mobile channel by sending STOP to the 13/1300 number.

If your phone number is unlisted (some call it a 'silent' number) then it is still possible for your number to be supplied to the receiving company along with your message.

A number of existing laws will protect your privacy generally when establishing this relationship, including the Privacy Act 1988. However if you are concerned your privacy will not be respected you should not send personal data.

If you have sent a SMS to a 13/1300 number and you believe your privacy has been abused you should first discuss the matter with the organisation concerned.

The Office of the Privacy Commissioner (phone 1300 363 992 or email: privacy@privacy.gov.au) gives general assistance about the Privacy Act and privacy issues more generally. It can investigate complaints from individuals about interferences with privacy under the Privacy Act.

Some facts about short messaging to 13/1300 numbers for consumers



COMMUNICATIONS
ALLIANCE LTD

Level 9, 32 Walker Street
North Sydney
NSW 2060 Australia

T 61 2 9959 9111
F 61 2 9954 6136
TTY 61 2 9923 1911

Correspondence:
P.O.Box 444
Milsons Point NSW 1565

E info@commsalliance.com.au
www.commsalliance.com.au
ABN 56 078 026 507

INTRODUCTION

Intended Audience

Consumers wanting to know more about the implications of sending short messages to Freephone 13/1300 local rate numbers.

Background

The Telecoms industry is piloting a service that allows consumers to SMS to a limited number of 13/1300 numbers. If successful this service could be extended to all 13/1300 and possibly 1800 numbers in future.

The pilot will run for 6 months from April 2007.

FREQUENTLY ASKED QUESTIONS

What is the cost of sending a SMS to a 13/1300 number?

A SMS sent to a 13/1300 number will not incur premium charging. Charges will be at your supplier's standard SMS rate. Please refer to your own agreement with your supplier to get a full understanding of the cost of sending a SMS to a 13/1300 number or for further information please contact your supplier.

Can I receive a SMS from a 13/1300 number?

Yes. Numbers which are SMS enabled will be able to receive and send short messages.

Is there a cost for receiving a SMS from a 13/1300 number?

No. This is not a premium rate service. All short messages from a 13/1300 number will be free to receive.

So are there any other charges I should know about?

By sending a SMS to a 13/1300 number you may receive the option of having mobile content delivered to your handset. Additional WAP/GPRS charges may apply, and are charged according to your applicable carrier rate plan. Please refer to your own agreement with your supplier to get a full understanding of any likely costs if you choose to receive this content. For further information please contact your supplier.

Are all 13/1300 numbers SMS enabled?

No. To enable the Telecoms industry to test the service, initially only a few 13/1300 numbers will be SMS enabled. Generally when a 13/1300 number is enabled to receive a SMS the service will be advertised; for example "Call or SMS 13 XXXX" or "Call or SMS with a [KEYWORD] to 1300 XXXXXX". You should not attempt to send a short message to a 13/1300 number that is not specifically advertised as being SMS enabled.

What happens when I send a SMS to a SMS enabled 13/1300?

This will vary depending on the type of service offered by companies. Typical services during the pilot will be for requesting brochures, call-backs from a contact centre or delivery of further product information. In future a number of other innovative services could be provided.

In nearly all circumstances you will have a confirmation message that your SMS was received.

What happens if I send a SMS to a 13/1300 number not SMS enabled?

In most circumstances you will receive an error message from your network operator. Error messages will vary depending on your network operator.