

**DMAS Commercial Electronic Messaging Compliance – SMS/MMS Marketing Checklist  
As of 1 June 2007**

		<b>Required by Spam Control Act</b>	<b>Required by DMAS Code of Practice</b>
<b>1</b>	Is the body of the message honest, clear, legal and decent?	Yes, for <b>all commercial</b> SMS/MMS	Yes, for <b>all commercial</b> SMS/MMS
<b>2</b>	Is the marketer clearly identifiable from the beginning of the message?	Not specified	Yes, for <b>all commercial</b> SMS/MMS
<b>3</b>	Is the subject matter of the email clearly identifiable from the beginning of the message?	Yes, for all <b>bulk commercial</b> SMS/MMS	Yes, for <b>all commercial</b> SMS/MMS
<b>4</b>	Has the intended recipient requested to or consented to receive this message? If yes, proceed to question 8.	No <ADV> required	No <ADV> required
<b>5</b>	Has the intended recipient unsubscribed to receiving communications from you? If yes, do not send this message.	No commercial SMS/MMS allowed	No commercial SMS/MMS allowed
<b>6</b>	Do you not have consent or are you unsure as to whether or not you have consent to send this message to this recipient?	<ADV> required	<ADV> required
<b>7</b>	Are the first six characters of this SMS/MMS precisely '<ADV> '?	Yes, for all <b>bulk commercial</b> SMS/MMS	Yes, for all <b>bulk commercial</b> SMS/MMS
<b>8</b>	Does the message body contain a mobile phone number for recipients to unsubscribe from receiving future messages from this marketer?	Yes, for all <b>bulk commercial</b> SMS/MMS	Yes, for <b>all commercial</b> SMS/MMS
<b>9</b>	Is the Unsubscribe feature in English?	Yes, for all <b>bulk commercial</b> SMS/MMS	Yes, for <b>all commercial</b> SMS/MMS
<b>10</b>	Is the Unsubscribe feature working properly?	Yes, for all <b>bulk commercial</b> SMS/MMS	Yes, for <b>all commercial</b> SMS/MMS
<b>11</b>	Are you able to comply within 10 working days if a recipient chooses to Unsubscribe?	Yes, for all <b>bulk commercial</b> SMS/MMS	Yes, for <b>all commercial</b> SMS/MMS

Please note that this Checklist is not intended and should not be taken as a substitute for professional legal advice and marketers are encouraged to consult their own legal counsel to ensure their communications are in full compliance with Singapore law.