

CTIA & MMA Compliance

The CTIA (The Wireless Association) and MMA (Mobile Marketing Association) work in conjunction with mobile carriers and service providers to provide a transparent mobile experience in which users feel confident regarding the security of their personal information and find value in the products they receive.

The CTIA & MMA seek to achieve the following objectives:

- Clarify and unify industry compliance rules
- Reinforce consumer protections around opt-in, privacy, and customer care
- Speed and simplify deployment of healthy mobile campaigns

Please see below for correct message flow within confirmation and outgoing messages along with necessary disclosures for online and print advertising:

Confirmation Message Flow

The following are requirements for the first message a participant receives for any program type.

- Sponsor
 - Example: Station Name
- Program Name/Description
 - Example: News Poll/Weather Alert/Concert Ticket Sweepstakes, etc
- Product quantity
 - Example: 5msg/month
- Opt-out instructions
 - Example: Rply KEYWORD STOP 2quit
- Sponsor contact/help
 - Text HELP 4info
- Messaging rate charges
 - Approved legal: "Msg&data rates may apply"

Deployments (Outgoing Messages)

The following are requirements for any outgoing messages a participant receives for any program type.

- Sponsor
 - Example: Station Name
- Opt-out instructions
 - Example: Rply KEYWORD STOP 2quit
- Messaging rate charges
 - Approved legal: "Msg&data rates may apply"





Marketron

Mobile

Print & Online Advertising

The following are requirements that must be included in any advertising that includes a mobile call-to-action (Text KEYWORD to SHORTCODE):

- Program Sponsor
 - Example: Station name
- Program Name/Description
 - Trivia, alerts etc.
- Sponsor Contact/Help
 - Marketron Support Line: 888.239.8878
 - HELP for Help must be bolded
- Price in BOLD (If a premium campaign)
- Subscription Duration (If applicable)
- Product Quantity
 - Example: 5msg/month
- Opt-Out Instructions
 - "Text KEYWORD STOP 2quit"
 - STOP must be bolded
- Terms & Conditions
 - Links to Privacy Statement (must be labeled with the word "privacy")
 - Example: <http://www.marketron.com/legal.php>
- Messaging Charges
 - "Msg&data rates may apply"
 - Premium Pricing (if applicable)
- Service Availability on Carrier by Carrier Basis (if applicable)
 - "Only available to Verizon, AT&T or Sprint customers"
- Age Qualifier (If applicable)
 - "You must be X to participate"

Mobile Text Club

To sign up:

On your mobile device, text *kido* to 77000*

Subscribers will receive breaking News, Traffic, Weather and Sports updates.

By submitting your information you will become a member of the 'KIDO Mobile Club'. We'll send information about contests and promotions to your mobile phone.

*Note: You can receive up to 5 msg/month

Text HELP for help

Text STOP to stop

Message & Data Rates May Apply

Privacy Statement: marketron.com/legal.php

For any questions, please contact:
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