



هيئة الاتصالات والفضاء والتقنية  
Communications, Space &  
Technology Commission

# Regulations for Curbing SPAM Messages & Calls

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Version Three

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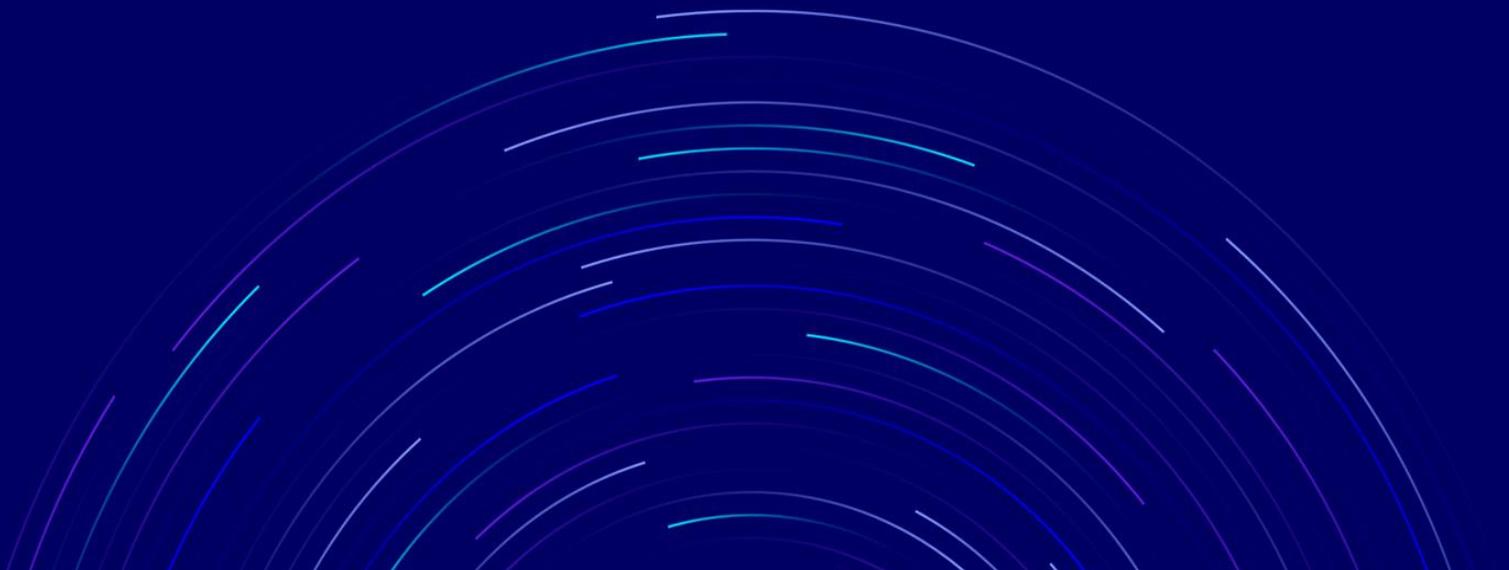
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## 1. Introduction

- 1.1 Article (2.5) of the Telecommunications and Information Technology Law enacted by Royal Decree No. (M/106) dated 02/11/1443 AH provides that the Law aims to "protect the public interest, protect the user and their interests, and increase their trust by providing communications and IT services of the appropriate quality, protecting against harmful content, and maintaining the confidentiality of communications."
- 1.2 Article (26.5) of the Telecommunications and Information Technology Law provides that the misuse of the telecommunications and information technology services shall be considered a violation of this Law.
- 1.3 Based on the foregoing, this document was issued to reduce curbing spam messages & calls by way of including technical procedures to create a clear regulatory environment to curbing spam messages & calls and improve user and sender experience.

## 2. Definitions:

The terms and expressions used in this document shall have the purposes and meanings ascribed to them in this article. The remaining terms and expressions used in this document shall have their meanings in the Telecommunications and Information Technology Law enacted by Royal Decree No. (M/106) dated 02/11/1443 AH and its Implementing Regulations, unless the context otherwise requires:

- 2.1 **Electronic Address:** Means an address through which electronic communication can be made, such as e-mail or mobile phone number.
- 2.2 **Electronic message:** Means the message sent by means of telecommunication networks to an electronic address such as e-mail, SMS, MMS, Flash SMS, or fax. This definition does not include voice Calls.
- 2.3 **SMS:** Means the short message service (SMS) sent to the end user, by public telecommunication networks.
- 2.4 **Voice calls:** Means a call made by a person/entity to a specific end user or to the all users via a fixed or mobile phone number.
- 2.5 **SPAM message:** Means the promotional, scam and spoof messages that reach the end user inconsistent with their preferences any electronic means of communication, including but not limited to email, SMS, MMS, Flash SMS and fax.
- 2.6 **SPAM call:** Means the promotional, scam and spoof calls made to the end user against his/her will, by any electronic means of communication.
- 2.7 **SCAM messages and calls:** Means the electronic messages and voice calls made to the end user in which deception is used in order to benefit directly or indirectly from any benefits, such as benefiting from financial benefits and the like.
- 2.8 **SPOOF messages and calls:** Means the electronic messages and voice calls made to the end user, in which software is used to change the visible phone number of the end user, with the aim of deceiving and benefiting directly or indirectly from any benefits.
- 2.9 **Sender:** Means any entity or person who benefits from telecommunications services, and through which sends electronic messages for promotional, service, awareness or warning purposes.
- 2.10 **Caller:** Means any entity or person who benefits from telecommunications services, and through which makes voice calls for promotional, service, awareness or warning purposes.
- 2.11 **End User:** Means any person who uses telecommunication services and receives e-mails or voice calls through them.
- 2.12 **Operator:** Means the service providers of facilities-based telecommunication services or MVNO, in accordance with CITC laws.
- 2.13 **SMS Provider:** Means the SMS service provider authorized by CITC, or any other service provider that has a license, registration, or other permit allowing it to provide such services in the Kingdom.
- 2.14 **Bulk SMS Management e-System "Bulk SMS e-System":** Means the electronic system through which bulk SMS operations are managed, such as registering senders' names, message forms, saving users' preferences, and others.
- 2.15 **Sender's name:** Means the name of the sender through which bulk SMS are sent, and does not include the numbers through which interactive messages are sent.
- 2.16 **Message form:** Means the static content of the message, whether all or part of the message.
- 2.17 **Address Harvesting:** Means the computer software used for searching the Internet for gathering email addresses.
- 2.18 **Dictionary Attack:** Means sending messages to electronic addresses obtained by automatic systems that use methods of combining names, letters, numbers, punctuation marks or symbols.
- 2.19 **International messages and calls:** Mean the SMS or voice calls received from destinations outside the Kingdom.
- 2.20 **Warning messages:** Means the high priority electronic messages with a warning content sent to all users in all or some parts of the Kingdom by competent government agencies to warn of an imminent or occurred event, provided that, these messages be for people in the danger zone only.

- 2.21 **Awareness messages:** Means the electronic messages with awareness or guidance content sent to all users (or specific categories) by entities of legal nature such as government agencies, banks, hospitals, and others.
- 2.22 **Service messages:** Means the electronic messages with service content, sent to a specific user for the purpose of providing him with a contracted service, or to inform him of operations performed on that service, its features and options. Moreover, providing a personal or automated notification such as appointments or for the purpose of electronic authentication to confirm his possession of the mobile number such as access to sites or electronic software, at the request or consent of the user.
- 2.23 **Personal messages:** Means SMS messages from a specified user number to another specified user number for personal purposes.
- 2.24 **Promotional messages:** Means electronic messages of a commercial or marketing nature for products or services or for the collection or reminding of donations.
- 2.25 **Warning calls:** Means the high-priority voice calls with a warning content sent to all users in all or some parts of the Kingdom by competent government agencies to warn of an imminent or occurred event, provided that, these calls be for people in the danger zone only.
- 2.26 **Awareness calls:** Means the voice calls with awareness or guidance content sent to all users (or specific categories) by entities of legal nature such as government agencies, banks, hospitals, and others.
- 2.27 **Service calls:** Means the voice calls with service content, sent to a specific user for the purpose of providing him/her with a contracted service, or to inform him/her of operations performed on that service, its features and options. Moreover, providing a personal or automated notification such as appointments or for the purpose of electronic authentication to confirm his possession of the mobile number such as access to sites or electronic software, at the request or consent of the user.
- 2.28 **Personal calls:** Means the voice call from a specified user number to another specified user number for personal purposes.
- 2.29 **Promotional calls:** Means the voice calls of a commercial or marketing nature for products or services or for the collection or reminding of donations.
- 2.30 **Robocalls:** Means the calls made using an Autodialer and containing a pre-recorded message.
- 2.31 **Governmental agencies:** Means the Ministries, authorities, public institutions, councils, national centers, and the like
- 2.32 **Private agencies:** Means the companies, commercial institutions, charities and the like.
- 2.33 **Individuals:** Natural persons.

### 3. Document scope:

- 3.1 This document applies to electronic messages and voice calls services, and provisions thereof shall be applied upon:

- 3.1.1 Operators.
- 3.1.2 SMS providers.
- 3.1.3 Senders.

### 4. Curbing SPAM messages:

- 4.1 SMS are classified into five types:
  - 4.1.1 Promotional messages.
  - 4.1.2 Service messages.
  - 4.1.3 Awareness messages.
  - 4.1.4 Warning messages.
  - 4.1.5 Personal messages.
- 4.2 CITC has the right to obligate the operator to develop Bulk SMS e-System so that it is integrated with its systems and interconnected with the systems of other operators, and provides services and features specified by CITC, including:
  - 4.2.1 Receiving and processing requests to register senders' names.
  - 4.2.2 Receiving and processing requests for registration of message forms.

- 4.2.3 Enabling the end user to block or receive Bulk SMS, save his related preferences, and view them through Bulk SMS e-System interface.
- 4.2.4 Enabling the end user to report scam messages received.
- 4.2.5 Filtering and preventing the sending of any Bulk SMS that does not have the name of an approved sender or an approved message form.
- 4.2.6 Ensuring that more than one sender does not have the same sender's name.
- 4.3 The operator shall manage the requests to register the names of senders in Bulk SMS e-System referred to in paragraph (4.2) according to the following:
  - 4.3.1 The operator shall be responsible for receiving and processing requests to register senders' names in Bulk SMS e-System.
  - 4.3.2 The operator may delegate to a local entity it subcontracts to carry out the operational tasks of Bulk SMS e-System, after obtaining the written approval of CITC.
  - 4.3.3 Requests to register senders' names are processed in accordance with a Service Level Agreement (SLA) approved by CITC.
  - 4.3.4 The operator or the developer of Bulk SMS e-System may charge a fee for registering sender names and SMS forms, provided that such fee and its mechanism are subject to the prior approval of CITC. CITC may also intervene and determine such fees at its sole discretion.
  - 4.3.5 The person registering the sender's name, reviewing and approving the request must be a Saudi national, whether he is an SMS provider, operator, or an entity authorized by the operator.
  - 4.3.6 The approval of the request to register and approve the name of the sender shall be in accordance with the governance and procedures decided by CITC, which CITC updates and shares with operators and SMS providers on an ongoing basis.
  - 4.3.7 The CITC shall have the right to prepare a list of the names of the banned or blocked senders and share it with operators in order to ensure not to register them in the e-System or to block any messages sent by such names.
  - 4.3.8 Government agencies shall have the priority in obtaining the sender's name, and if the sender's name is approved by another sending agency and the sender's name is linked to the name of the government agency or the name of one of its major programs and projects, the sender's name shall be registered to the government agency and the other sending e agency is instructed to register another sender's name.
  - 4.3.9 Without prejudice to Paragraph (4.3.8) hereof, the priority in obtaining the sender's name shall be based on the first registration in Bulk SMS e-System, and CITC will intervene, at its absolute discretion, to settle disputes if needed.
  - 4.3.10 The suffix (-AD) is added to all senders' names that are classified as advertisements.

#### **4.4 Operators Obligations:**

- 4.4.1 Take the necessary measures to curb scam and spoof messages, including the following at a minimum:
  - 4.4.1.1 Cooperation with other operators inside and outside the Kingdom, and relevant international bodies, associations and organizations.
  - 4.4.1.2 Creation of a unified database among operators, in which the necessary data to curb scams and spoofs are shared.
  - 4.4.1.3 Application of the necessary technical solutions to prevent the use of their networks to send spam, scam and spoof messages, monitor their networks to curb these messages, and take the necessary preventive measures to curb the same before they reach the end user.
  - 4.4.1.4 Provision of technical systems that study and analyze the behavior of users of telecommunications services, discover the numbers used in this type of scam and spoof messages, and block the same before they reach end users.
- 4.4.2 Not to approve any name sent except through Bulk SMS e-System referred to in paragraph (4.2) hereof.
- 4.4.3 Filter all bulk SMS so that the following SMS are not passed:

- 4.4.3.1 SMS with the name of an unauthorized sender.
- 4.4.3.2 SMS sent from SMS provider that has no relation with the name of the authorized sender.
- 4.4.3.3 SMS sent to a user who has blocked it according to his preferences.
- 4.4.4 Suspend/delete the sender's name according to the procedure described in Appendix No. (1) hereof, or when a CITC directive is received.
- 4.4.5 Use of a system to filter SMS messages using keywords, to curb spam messages and update it continuously, with the exception of messages sent by government agencies and banks.
- 4.4.6 Take the necessary technical measures and solutions to prevent the impersonation of the numbers and names of persons or entities other than the true identity of SMS sender.
- 4.4.7 Deny the access of all international short messages to be received by local numbers and carrying a sender's name, with the exception of messages sent through the international integrators with whom the operators have agreements. Operators shall follow all necessary procedures to prevent fraudulent messages from passing through, and they shall establish the necessary security checks and standards when contracting with those companies to prevent fraudulent messages from reaching KSA users. Operators will bear full legal responsibility if any fraudulent messages are passed.
- 4.4.8 Enable the end user to block and allow promotional and international messages through all channels, according to what is stated in Appendix No. (7) hereof, and to view his list of preferences according to the following:
  - 4.4.8.1 Availability of blocking and permitting all promotional and international messages completely free of charge.
  - 4.4.8.2 Promotional messages are initially blocked completely, and the end user has the option to request receiving these messages, in whole or in part, for the promotional messages received from the names of specific senders according to his desire.
  - 4.4.8.3 Giving the end user the option to block and partially allow international messages received from the numbers or names of specific senders or specific countries according to the end user's desire, and in the event that fees are charged for them, they are subject to the approval of CITC.
  - 4.4.8.4 Ensuring that the end user's modifications are reversed to block and allow within a period not exceeding (24) hours of updating them and notify him/her of the term of his/her preferences being reversed.
- 4.4.9 Provide channels through the interactive messaging service and electronic channels to receive reports of scam and spoof messages according to the procedures specified by CITC in Appendixes No. (2&7) hereof, receive and process requests and reports related to promotional messages, according to the procedures specified by CITC in Appendixes No. (5&7) hereof and any updates on the same.
- 4.4.10 Banning the sending of promotional and awareness messages from 10:00 pm to 09:00 am daily, and in the blessed month of Ramadan from 01:00 am to 12:00 pm KSA time.
- 4.4.11 Operators must include a clause in the Service Contract concluded with the end user confirming that the mobile number will not be used for promotional purposes, and the following shall be adhered to:
  - 4.4.11.1 Sending an awareness SMS to the end user, confirming that the mobile number is not used for promotional purposes when subscribing to any package that includes the unlimited messaging feature, includes many messages (1000 or more), or when he/she sends more than (300) messages in one day during the week to infrequent users.
  - 4.4.11.2 Cancellation of the end user number, when there is a violation.
- 4.5 Obligations of SMS Providers:**
  - 4.5.1 Immediate suspension of sent messages if they are identical and sent to more than 50 numbers within (1 minute), so that they and the links included in the message are checked and ensured that they are regular and that there is no suspicion of scam, thus, they are allowed to be forwarded or not, with the exception of messages from government agencies and banks.
  - 4.5.2 Ensuring the correct classification of the names of the senders mentioned in paragraph (4.1) hereof, and a full commitment not to send messages that do not match the correct classification of the same,

such as sending promotional messages through the name of a service sender or sending service messages through the name of promotional sender and the like.

- 4.5.3 Refraining from sending promotional campaign messages from the senders' systems to their systems (system to system), by filtering messages that are sent in this way so that repeated messages are stopped (5) times within one minute.
- 4.5.4 Providing OTP for the sender's entry to Bulk SMS e-Systems, and linking their accounts through a pre-defined IP address so that access to Bulk SMS e-Systems is only possible from the pre-defined IP address.

#### **4.6 Senders' Obligations:**

- 4.6.1 Adhere to the regulations in force in the Kingdom of Saudi Arabia and not to send any messages that contain content that violates any of those regulations, including the content of links in the message body.
- 4.6.2 When the sender sends SMS containing OTP, the sender must explain in SMS to the end user the reason for sending OTP and not just sending it.
- 4.6.3 Refrain from contracting to purchase and send Bulk SMS with service providers not authorized by CITC.
- 4.6.4 Full commitment to sending Bulk SMS according to the correct classification of the sender's name mentioned in paragraph (4.1) hereof, and complete abstinence from sending messages in violation of the classification, such as sending promotional messages through the name of a service sender or sending service messages through the name of promotional sender and the like.
- 4.6.5 Refrain from sending promotional campaign messages by sending them from their systems to the systems of SMS providers (system to system).
- 4.6.6 If the sender wishes to send any promotional message to the end user, he/she must abide by the following:
  - 4.6.6.1 Giving the end user the choice to expressly agree to receive promotional messages or not, and the consent contained in privacy policies and service contracts is not considered, and the sender shall provide proof of consent.
  - 4.6.6.2 Enabling the end user to request to stop receiving promotional messages at any time and through traditional and electronic channels.
  - 4.6.6.3 Stop sending any other messages after receiving a request to stop sending promotional messages within a period not exceeding (24) hours from receiving the suspension request.
  - 4.6.6.4 Sending a notification confirming the activation or suspension of sending promotional messages after receiving a request to do so.
- 4.6.7 Before sending any awareness message to the end user, the sender must adhere to the following:
  - 4.6.7.1 Coordination with its regulators, before sending awareness messages to the end user.
  - 4.6.7.2 The official name of the sender should be appended to the text of the message.
  - 4.6.7.3 The number of messages sent from the sender to the user shall not exceed one message per day, or as determined by CITC.
- 4.6.8 Refrain from sending promotional and awareness messages from 10:00 pm to 09:00 am daily, and in the blessed month of Ramadan from 01:00 am to 12:00 pm KSA time.
- 4.6.9 The sender shall not be entitled to send promotional SMS from a mobile phone number.
- 4.6.10 Not to use dictionary attack or address harvesting software, and electronic addresses obtained by this software shall not be used.
- 4.6.11 The validity of sending SMS mentioned in paragraph (4.1) hereof shall be according to the following:
  - 4.6.11.1 Government agencies may send awareness, service and warning messages.
  - 4.6.11.2 Private agencies may send promotional, awareness and service messages.
  - 4.6.11.3 Individuals may send personal messages.

- 4.6.11.4 SMS messages received from parties outside the Kingdom must be service or personal messages only.

## 5. Curbing SPAM calls:

### 5.1 Operators Obligations:

- 5-1-1 Take the necessary measures to curb scam and spoof calls, including the following:
  - 5-1-1-1 Cooperation with other operators inside and outside the Kingdom, and relevant international bodies, associations and organizations.
  - 5-1-1-2 Creation of a unified database among operators, in which the necessary data to curb scams and spoofs are shared.
  - 5-1-1-3 Application of the necessary technical solutions to prevent the use of their networks to make spam, scam and spoof calls, conduct periodic tests to discover cases of call forwarding, and take the necessary preventive measures to curb the same before they reach the end user.
  - 5-1-1-4 Provision of technical systems that study and analyze the behavior of users of telecommunications services, discover the numbers used in this type of scam and spoof messages, and block the same before they reach end users.
  - 5-1-1-5 Notifying users with a voice message when calling back the numbers of the countries from which this type of spam, scam and spoof calls and messages are received; To inform users about the need to ensure that they know the international number being called, as decided by CITC in this regard later.
- 5-1-2 Enable the end user to block and allow international calls through all channels, according to what is stated in Appendix No. (6) hereof, and to view his list of preferences according to the following:
  - 5-1-2-1 Availability of blocking and permitting all international calls completely free of charge.
  - 5-1-2-2 Giving the end user the option to block and partially allow international calls received from specific numbers or countries according to the end user's desire, and giving him the option to receive a notification to block those calls or not. In the event that fees are charged for them, they shall be subject to the approval of CITC.
  - 5-1-2-3 Ensuring that the end user's modifications are reversed to block and allow within a period not exceeding (24) hours and notify him/her of the term of his/her preferences being reversed.
- 5-1-3 Provide channels through the interactive messaging service and electronic channels to receive reports of scam and spoof calls according to the procedures specified by CITC in Appendixes No. (3&7) hereof, receive and process requests and reports related to promotional calls, according to the procedures specified by CITC in Appendixes No. (6&7) hereof and any updates thereon.
- 5-1-4 Operators must include a clause in the Service Contract concluded with the end user confirming that the mobile number will not be used for promotional purposes contrary to what is stipulated in the provisions hereof.
- 5-1-5 Analyze outgoing and incoming calls from his network from local numbers, conduct periodic tests to discover cases of call forwarding, and take the necessary measures specified by CITC in Appendix (4) hereof.

### 5.2 Caller Obligations:

- 5-2-1 When the caller wants to make promotional call to the end user, he/she must abide by the following:
  - 5-2-1-1 Giving the end user the choice to expressly agree to receive promotional calls or not, and the consent contained in privacy policies and service contracts is not considered, and the sender shall provide proof of consent.
  - 5-2-1-2 Enabling the end user to request to stop receiving promotional calls at any time and through traditional and electronic channels.
  - 5-2-1-3 Stop making any other calls after receiving a request to stop receiving promotional calls within a period not exceeding (24) hours from receiving the suspension request.

- 5-2-1-4 Sending a notification confirming the activation or suspension of receiving promotional calls after receiving a request to do so.
- 5-2-2 The caller of the awareness, promotional or service call must disclose at the beginning of the call the reason for the same, the agency he/she represents, and the extent of the call recipient's desire to continue or not, and that the call be through the official contact numbers shown on the website or any official communication channel for the agency.
- 5-2-3 Private agencies must coordinate with their regulators, before making awareness calls to the end user.
- 5-2-4 Promotional and awareness calls are not permitted from 10:00 pm to 09:00 am daily, and in the blessed month of Ramadan from 01:00 am to 12:00 pm KSA time.

**5.3 Voice calls and robocalls are categorized as follows:**

- 5-3-1 Promotional calls.
- 5-1-1 Awareness calls.
- 5-1-2 Service calls.
- 5-1-3 Warning calls.
- 5-1-4 Personal calls.

**5.4 The validity to make the calls mentioned in paragraph (5.3) hereof shall be according to the following:**

- 5-4-1 Government agencies may make awareness, service and warning calls.
- 5-4-2 Private agencies may make promotional, awareness and service calls.
- 5-4-3 Individuals may make personal calls.
- 5-4-4 Calls received from parties outside the Kingdom must be service or personal calls only.

**6. Final Provisions:**

- 6.1 CITC shall periodically review this document, and may make any amendment or update thereto by a decision from the Governor.
- 6.2 Operators, SMS providers, senders and callers shall be prohibited from engaging in any practices in violation hereof.
- 6.3 This document shall not restrict any other obligations contained in laws, regulations, decisions, agreements or other documents in force in the Kingdom.
- 6.4 CITC is committed to following up on compliance with these controls, and taking the necessary measures regarding violators of them in accordance with its regulations.
- 6.5 Operators and SMS providers must comply with the following:
  - 6.5.1 Setting clear conditions in the Service Contracts concluded between them, or between them and senders and end user, that include all obligations stated in these regulations and clarify the consequences of violating the same. They must also include the possibility of canceling or suspending the service immediately as soon as it is violated.
  - 6.5.2 Providing a link in a prominent place on its website, providing information related thereto and how to comply herewith, and the mechanisms available to the end user regarding the same.
  - 6.5.3 Providing CITC or any agency determined by CITC with information related to scam or promotional messages and calls that are received by the end users without their consent at any time, including but not limited to providing information related to inspection and technical intervention.

Appendix (1)

<b>SCAM SMS received from Senders' names</b>		
<b>(1) Report Handling Mechanism</b>	<ol style="list-style-type: none"> <li>1. An option shall be provided for the End User to report SCAM SMS received from <b>Senders' names</b> via number 330330 and via the application and website.</li> <li>2. The End User shall send a message to the number 330330 through the application or website including SMS Sender's name from whom a SCAM SMS was received.</li> <li>3. The following message shall be sent at the end of the procedure "Your report was successfully received and is being handled. In addition, (name of operator) appreciates your contribution to reporting to limit SCAM Messages"</li> <li>4. The report shall be handled by the operator (in no later than 8 hours as of receiving report until the necessary action is taken) according to the following: <ul style="list-style-type: none"> <li>- In case of meeting "Report Validity Criteria": The operator, who receives the report, shall send information of Sender's name to other operators to suspend the Sender's name and complete the actions that shall be taken when meeting criteria.</li> <li>- When "Report Validity Criteria" is not meet: The application shall be dismissed and closed.</li> </ul> </li> <li>5. CITC shall be provided with KPIs of reports and suspended numbers on a monthly basis according to the form approved by CITC.</li> </ol>	
<b>(2) Report Validity Criteria</b>	<p>All of the following criteria of reports shall be met in order to take the necessary actions regarding the reported Senders' names.</p> <ol style="list-style-type: none"> <li>1. Receiving (4) or more complaint reports against the same sender from different numbers within (60) days, as the content of reported messages is fraudulent.</li> <li>2. Given the possibility of receiving complaint reports against international fraudulent messages by a sender, whose name may match the name of a local sender, the Operator shall verify the source of such messages and apply the relevant procedure to the name of sender (local of international).</li> </ol>	
<b>(3) Actions that shall be taken when meeting criteria</b>	When the Sender's name meets the criteria:	<ul style="list-style-type: none"> <li>- The Sender's name shall be directly suspended. In addition, the contracting SMS Provider shall request updating Sender's name within 30 days by validating subscriber's ID.</li> <li>- In the event update is not made within the specified period, the Sender's name shall be cancelled.</li> </ul> <p><b><u>Name of International Sender:</u></b></p> <ul style="list-style-type: none"> <li>- Name of international Sender shall be directly blocked for 90 days.</li> </ul>

Appendix (2)

Scam Calls <sup>1</sup>	
(1) Report Handling Mechanism	<ol style="list-style-type: none"> <li>1. An option shall be provided for the End User to report (local - international) Annoying SCAM Calls through the number 330330 and via the application or website, including (mobile - fixed - unified - international) number from which a SCAM Call was received.</li> <li>2. The End User shall send a message to the number 330330 or via the application or website including the number from which a SCAM Call was received.</li> <li>3. Data entered by the User shall be validated. In addition, the User shall be warned in the event there are any errors in entry through error correction message.</li> <li>4. The following message shall be sent at the end of the procedure “Your report was successfully received and is being handled. In addition, (name of operator) appreciates your contribution to reporting to limit SCAM Calls”</li> <li>5. The report shall be handled by the operator in no later than 8 hours as of receiving report until the necessary action is taken according to the following: <ul style="list-style-type: none"> <li>- In case the number belongs to another operator: The report shall be referred to operator to whom the number belongs.</li> <li>- In case of meeting “Report Validity Criteria”, the necessary action shall be taken regarding the number according to “the procedures that shall be taken when meeting criteria”.</li> <li>- In the event of failure to meet “Report Validity Criteria”: The application shall be dismissed and closed.</li> </ul> </li> <li>6. CITC shall be provided with KPIs of reports and suspended numbers on a monthly basis according to the form approved by CITC.</li> </ol>
	<p>All of the following criteria of reports shall be met in order to take the necessary action regarding the reported number:</p> <ol style="list-style-type: none"> <li>1. 4 reports or more shall be received from different numbers within 60 days.</li> </ol>
(3) Actions that shall be taken when meeting criteria	When meeting criteria regarding the same number:
	<ol style="list-style-type: none"> <li><b>1 <u>Mobile Numbers:</u></b> <ul style="list-style-type: none"> <li>- The (individuals - corporates) number shall be immediately suspended. In addition, update of the number shall be requested within 10 business days, while making available the option for validating User’s identity in person or via the electronic means (providing two options). When the update is not made within the specified period: The number shall be finally cancelled.</li> </ul> </li> <li><b>2 <u>Fixed Numbers or Unified Numbers:</u></b> <ul style="list-style-type: none"> <li>- In case the number belongs to individuals and corporate sectors: The number shall be immediately suspended.</li> <li>- In case there is a mobile phone number for contact associated with the fixed or unified phone number: Verification shall be requested through the associated mobile phone number within 10 days, while making available the option for validating User’s identity in person or via the electronic means (providing two options).</li> <li>- In the event there is no mobile phone number for contact associated with the fixed or unified phone number: A voice message shall be sent to the fixed</li> </ul> </li> </ol>

<sup>1</sup>The mechanism shall be applied by all (fixed and mobile) Operators.

		<p>phone number requiring attendance to validate the ID and update within 10 days.</p> <ul style="list-style-type: none"> <li>- When failure to make update within the specified period: The number shall be finally cancelled.</li> </ul> <p><b>3 <u>International Numbers:</u></b></p> <ul style="list-style-type: none"> <li>- The international number shall be immediately blocked for 90 days.</li> </ul> <p><b>4 <u>Governmental agencies:</u></b></p> <ul style="list-style-type: none"> <li>- In case the number, whether mobile, fixed, unified or the like belongs to a Government Agency, the number shall be suspended for 30 days. In addition, the account manager shall be contacted to inform the Government Agency to verify scam suspicion. If it becomes obvious that there is no scam suspicion, the suspension shall be cancelled.</li> <li>- When failure to make update within the specified period: CITC shall be informed.</li> </ul>
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### Appendix (3)

SCAM Messages <sup>2</sup>	
(1) Report Handling Mechanism	<ol style="list-style-type: none"> <li>1. An option shall be provided for the End User to report (local - international) Annoying SCAM Messages through the number 330330 and via the application and website, including the number from which a SCAM Message was received.</li> <li>2. The End User shall send a message to the number 330330 or via the application or website, including the number from which a SCAM Message was received, and the numbers set out in the message's text.</li> <li>3. Data entered by the End User shall be validated. In addition, the End User shall be warned in the event there are any errors in entry through error correction message.</li> <li>4. The report shall be handled by the operator in no later than 8 hours as of receiving report until the necessary action is taken according to the following: <ul style="list-style-type: none"> <li>- In case the number belongs to another operator: The report shall be referred to operator to whom the number belongs.</li> <li>- In case of meeting "Report Validity Criteria" the necessary action shall be taken regarding the number according to "the procedures that shall be taken when meeting criteria".</li> <li>- In the event of failure to meet "Report Validity Criteria": The application shall be dismissed and closed.</li> </ul> </li> <li>5. The following message shall be sent at the end of the procedure "Your report was successfully received and is being handled. In addition, (name of operator) appreciates your contribution to reporting to limit SCAM Messages"</li> <li>6. CITC shall be provided with KPIs of reports and suspended numbers on a monthly basis according to the form approved by CITC.</li> </ol>

<sup>2</sup>The mechanism shall be applied only by Operators of the mobile services.

(2) Report Validity Criteria		<p>All of the following criteria of reports shall be met in order to take the necessary action regarding the reported numbers, whether the number set out in the message’s text or the number, which sends the message:</p> <ol style="list-style-type: none"> <li>4 reports or more shall be received from different numbers within 60 days. In addition, the reported message’s content shall be scam.</li> </ol>
(3) Actions that shall be taken when meeting criteria	When meeting criteria regarding the same number:	<ol style="list-style-type: none"> <li><b><u>Mobile Numbers (Individuals - Corporate)</u></b> <ul style="list-style-type: none"> <li>The number shall be immediately suspended. In addition, update of the number shall be requested within 10 days, while making available the option for validating User’s identity in person or via the electronic means (providing two options).</li> <li>When the update is not made within the specified period, the number shall be cancelled.</li> </ul> </li> <li><b><u>In case the number belongs to a Government Agency:</u></b> <ul style="list-style-type: none"> <li>The number shall be suspended for 30 days. In addition, the account manager shall be contacted to inform the Government Agency to check scam suspicion. If it becomes obvious that there is no scam suspicion, the suspension shall be cancelled when the update is not made within the specified period: CITC shall be informed.</li> </ul> </li> <li><b><u>International Numbers:</u></b> <ul style="list-style-type: none"> <li>The international number sending SCAM Message shall be immediately blocked for 90 days.</li> </ul> </li> </ol>

**Appendix (4)**

<b>Call Forwarding</b>	
<b>(1) Report Handling Mechanism</b>	<ol style="list-style-type: none"> <li>The operator shall examine the calls outgoing from, and incoming to, its network from / to local numbers and periodically conduct proactive testing to detect any call forwarding: <ol style="list-style-type: none"> <li>In case the number belongs to the same operator, it shall do the following: <ul style="list-style-type: none"> <li>Check “Call Forwarding Criteria” (provided that it does not exceed 24 hours from suspected forwarding until the necessary action is taken).</li> <li>Take the necessary action regarding the number if the “Call Forwarding Criteria” are met in accordance with the “actions to be taken when the criteria are met.”</li> <li>Include the number and the action taken in the monthly reports.</li> <li>In case “Call Forwarding Criteria” are not met, the application shall be saved and closed.</li> </ul> </li> <li>In case the number belongs to another operator, the number shall be referred to the operator to whom the number belongs, with the number suspected of being forwarding calls, and the operator to whom the number belongs shall do the following: <ul style="list-style-type: none"> <li>Check “Call Forwarding Criteria” (provided that it does not exceed 24 hours from the referral from another Service Provider until the necessary action is taken).</li> <li>Take the necessary action regarding the number if the “Call Forwarding Criteria” are met in accordance with the “actions to be taken when the criteria are met.”</li> <li>Include the number and the action taken in the monthly reports.</li> <li>In case “Call Forwarding Criteria” are not met, the application shall be saved and closed.</li> </ul> </li> </ol> </li> <li>CITC shall be provided with indicators of pending reports and numbers on a monthly basis according to the shared form through email.</li> </ol>
<b>(2) Call Forwarding Criteria</b>	<p><u>Any</u> of the following criteria shall be met on devices and numbers to take the necessary action regarding the suspected or reported number:</p> <ol style="list-style-type: none"> <li>Three numbers or more share the same device at the same time.</li> <li>The volume of outgoing calls from the reported number is very high compared to normal use.</li> <li>The percentage of incoming calls to outgoing calls from the reported number is less than 10% within 3 days.</li> <li>Calls from the reported number are from the same location within 3 days.</li> </ol>

		These are the minimum measures to detect call forwarding, and the operator may use additional tools for that purpose.
<b>(3) Actions that shall be taken when meeting criteria</b>	When meeting criteria for the <u>first time</u> regarding the same number:	<ul style="list-style-type: none"> <li>- The number shall be suspended directly and requested to be updated within 5 days, with the option to verify the identity of the user in person or via electronic means (both options are available).</li> <li>- In case of no update during specified period, the number shall be permanently canceled. Additionally, the device is disconnected within 3 days, and the International Mobile Equipment Identity (IMEI) is shared with all other service providers to disable the device's connection to their networks.</li> </ul>
	When criteria are met for the second time on the same number	<ul style="list-style-type: none"> <li>- The number shall be canceled and referred to CITC within the weekly report in the “list of numbers that met the criteria for the second time”.</li> </ul>

### Appendix (5)

Promotional Messages received from mobile numbers	
<b>(1) Report Handling Mechanism</b>	<ol style="list-style-type: none"> <li>1. An option shall be provided for the End User to report the Promotional Messages from mobile numbers through the number 330330 and via the application and website including the number from which a Promotional Message is received.</li> <li>2. The End User shall send a message to the number 330330 or via the application or website including the number sending Promotional Message.</li> <li>3. Data entered by the End User shall be validated. In addition, the End User shall be warned in the event there are any errors in entry through error correction message.</li> <li>4. The report shall be handled by the operator in no later than 24 hours as of receiving report until the necessary action is taken according to the following: <ul style="list-style-type: none"> <li>- In case the number belongs to another operator: The report shall be referred to operator to whom the number belongs.</li> <li>- In case of meeting “Report Validity Criteria”, the necessary action shall be taken regarding the number according to “the procedures that shall be taken when meeting criteria”.</li> <li>- In the event of failure to meet “Report Validity Criteria”: The application shall be dismissed and closed.</li> </ul> </li> <li>5. The following message shall be sent at the end of the procedure “Your report was successfully received and is being handled. In addition, (name of operator) appreciates your contribution to reporting to limit Promotional Messages from mobile numbers”</li> <li>6. CITC shall be provided with KPIs of reports and suspended numbers on a monthly basis according to the form approved by CITC.</li> </ol>

<b>(2) Report Validity Criteria</b>	<p>All of the following criteria of reports shall be met in order to take the necessary action regarding the reported number:</p> <ol style="list-style-type: none"> <li>1. 4 reports or more shall be received from different numbers within 60 days. In addition, the reported message's content shall be promotional.</li> <li>2. Existence of a message received from the reported number (number sending message) to the reporting number shall be checked.</li> </ol>	
<b>(3) Actions that shall be taken when meeting criteria</b>	<p>When meeting criteria regarding the same number:</p>	<ul style="list-style-type: none"> <li>- The number shall be immediately suspended. In addition, update of the number shall be requested within 30 days, while making available the option for verifying User's identity in person or via the electronic means (providing two options). In the event of failure to make update within the specified period: The number shall be finally cancelled.</li> <li>- When meeting criteria for the <u>second time</u> regarding the same number, the number shall be finally cancelled.</li> </ul>

### Appendix (6)

<b>Incoming Promotional Calls without the End User's consent</b>	
<b>(1) Report Handling Mechanism</b>	<ol style="list-style-type: none"> <li>1. An option shall be provided for the End User to report the incoming Promotional Calls without the End User's consent through the number 330330 and via the application and website including the number from which a Promotional Call is received.</li> <li>2. The User shall send a message to the number 330330 or via the application or website including the number from which a Promotional Call was received without the End User's consent.</li> <li>3. Data entered by the End User shall be validated. In addition, the End User shall be warned in the event there are any errors in entry through error correction message.</li> <li>4. The report shall be handled by the operator in no later than 24 hours as of receiving report until the necessary action is taken according to the following: <ul style="list-style-type: none"> <li>- In case the number belongs to another operator: The report shall be referred to operator to whom the number belongs.</li> <li>- In case of meeting "Report Validity Criteria", the necessary action shall be taken regarding the number according to "the procedures that shall be taken when meeting criteria".</li> <li>- In the event of failure to meet "Report Validity Criteria": The application shall be dismissed and closed.</li> </ul> </li> <li>5. The following message shall be sent at the end of the procedure "Your report was successfully received and is being handled. In addition, (name of operator) appreciates your contribution to reporting to limit the incoming Promotional Calls without the End User's consent"</li> <li>6. CITC shall be provided with KPIs of reports and suspended numbers on a monthly basis according to the form approved by CITC.</li> </ol>

<p><b>(2) Report Validity Criteria</b></p>	<p>All of the following criteria of reports shall be met in order to take the necessary action regarding the reported number:</p> <ol style="list-style-type: none"> <li>1. 10 reports or more shall be received from different numbers within 60 days.</li> <li>2. Existence of a message received from the reported number to the reporting number shall be verified.</li> </ol>	
<p><b>(3) Actions that shall be taken when meeting criteria</b></p>	<p><b>When meeting criteria regarding the same number:</b></p>	<ol style="list-style-type: none"> <li>1 <u>Mobile Numbers:</u> <ul style="list-style-type: none"> <li>- In the event the number is registered for (individuals - corporate), the number shall be immediately suspended. In addition, update of the number shall be requested within 30 days, while making available the option for validating User's identity in person or via the electronic means (providing two options).</li> <li>- In the event of failure to make update within the specified period: The number shall be finally cancelled.</li> </ul> </li> <li>2 <u>Fixed Numbers or Unified Numbers:</u> <ul style="list-style-type: none"> <li>- In case the number is registered for (individuals - corporate): The number shall be immediately suspended.</li> <li>- In case there is a mobile phone number for contact associated with the fixed or unified phone number, verification shall be requested through the associated mobile phone number within 30 days, while making available the option for verifying User's identity in person or via the electronic means (providing two options).</li> <li>- In the event there is no mobile phone number for contact associated with the fixed or unified phone number: A voice message shall be sent to the fixed phone number to verify ID and update within 30 days.</li> <li>- When failure to make update within the specified period: The number shall be finally cancelled.</li> </ul> </li> <li>3 <u>International Numbers:</u> <ul style="list-style-type: none"> <li>- The international number shall be immediately blocked for 90 days.</li> </ul> </li> <li>4 <u>Government Agencies:</u> <ul style="list-style-type: none"> <li>- In case the number belongs to the Government Agency, whether it is mobile, fixed, unified or the like, the account manager shall be contacted to inform the Government Agency to validate the matter. In the event of reputation of the same, CITC shall be informed.</li> </ul> </li> </ol>

## Appendix (7)

Services that will be added to the protection channel 330330 (Interactive SMS Service)
Welcome to Reporting Service:
<ul style="list-style-type: none"> <li>• SCAM SMS                         <ol style="list-style-type: none"> <li>1- SCAM Messages from local numbers</li> <li>2- SCAM Messages from international numbers</li> <li>3- SCAM SMS received from Senders' names</li> </ol> </li> </ul>
<ul style="list-style-type: none"> <li>• SCAM Calls                         <ol style="list-style-type: none"> <li>1- SCAM Calls from local numbers</li> <li>2- SCAM Calls from international numbers</li> </ol> </li> </ul>
<ul style="list-style-type: none"> <li>• Promotional Messages and Calls                         <ol style="list-style-type: none"> <li>1- SMS from mobile numbers</li> <li>2- Promotional Calls from numbers without the customer's consent</li> </ol> </li> </ul>
Services that will be added to the homepage of the website and application under the name (Protection Channel)
To report:
<ul style="list-style-type: none"> <li>• SCAM SMS                         <ol style="list-style-type: none"> <li>1. SCAM Messages from local numbers</li> <li>2. SCAM Messages from international numbers</li> <li>3. SCAM SMS received from Senders' names</li> </ol> </li> </ul>
<ul style="list-style-type: none"> <li>• SCAM Calls                         <ol style="list-style-type: none"> <li>1. SCAM Calls from local numbers</li> <li>2. SCAM Calls from international numbers</li> </ol> </li> </ul>
<ul style="list-style-type: none"> <li>• Promotional Messages and Calls                         <ol style="list-style-type: none"> <li>1. SMS from mobile numbers</li> <li>2. Promotional Calls from numbers without the customer's consent</li> </ol> </li> </ul>
For activation or unblocking for free:
<ul style="list-style-type: none"> <li>• International Calls:                         <ol style="list-style-type: none"> <li>1. To activate blocking all international calls (for free).</li> <li>2. To unblock all international calls.</li> </ol> </li> </ul>
<ul style="list-style-type: none"> <li>• International messages                         <ol style="list-style-type: none"> <li>1. To activate blocking of all international messages (for free).</li> <li>2. To unblock all international messages.</li> </ol> </li> </ul>
<ul style="list-style-type: none"> <li>• Promotional Messages:                         <ol style="list-style-type: none"> <li>1. To block all Promotional Messages</li> <li>2. To activate all Promotional Messages</li> <li>3. To control blocking or activate Promotional Messages to the Sender's name</li> </ol> </li> <li>• To block the Promotional Messages from a specific Sender, send the Sender's name</li> <li>• To unblock the Promotional Messages, send the Sender's name</li> </ul>
<ul style="list-style-type: none"> <li>• Promotional Calls*:                         <ol style="list-style-type: none"> <li>1. To block all Promotional Calls received from (operator's name)</li> <li>2. To activate all Promotional Calls received from (operator's name)</li> </ol> </li> </ul>

\* This cell is specified for the Promotional Calls made by the operators.



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