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**TERMS OF BUSINESS LETTER FOR**

**USE OF BULK SMS ADVERTISING SERVICE AND MOBILE SUBSCRIBER DATABASE**

**A. Description of Service**

UTL Bulk SMS Advertising service delivers mobile terminating SMS text/flash messages to different mobile phone subscribers categorized in a collected database. UTL acting in agreement with our SMS Gateway providers uses multiple technology tools and source codes to develop and maintain a system application to run this service.

**B. Use of Categorized Mobile Subscriber Database**

1. UTL collects, stores and updates mobile phone subscriber databases from various users, clients, social groupings, advertisers and partners. UTL sends SMS adverts to captured mobile devices on schedules agreed by industry partners and database suppliers.
2. UTL takes sole responsibilities for any violations to the rights and agreements regarding the use of sections of our database and thus, indemnifies customers for use of such sections within our database.
3. As with traditional advertising, UTL cannot guarantee that all or any mobile subscriber in receipt, copy or audience of an SMS advert will respond positively or otherwise to it.

**C. Delivery Report**

UTL make available to customers a detailed delivery report within 48 hours of bulk message forwarding to SMS gateway. Delivery reports/manifest are delivered to customers via encrypted data formats such as .pdf (Adobe Acrobat Report) and .rpt (Crystal Reports). Customers shall in NO way decrypt such data for any other purpose.

**D. Other/Special Arrangements**

1. All charges for use of this project shall be billed at GH¢ and shall be pre-paid. Customer may honour bill payments with Cash or via MTN-mobile Money (to 0541939936), Bank deposit, Cheque or Bank draft issued in the name of the signee of this contract (Operations Manager). \*Pro-forma invoice attached
2. Customer agrees to send a total volume of ..... messages on .....2016
3. UTL warrants that it has the full power and authority to enter into and perform its obligations under this TOB. The Customer represents and warrants that it has the full power to enter into this Agreement and perform its obligations under this Agreement.
4. This TOB will continue in full force and effect unless Delivery Report is sent to the customer after the project or a new term is entered into.
5. The Customer agrees to select target audience and append its name or corporate identity (Sender ID) to any broadcast SMS sent under this project.

6. UTL guarantees confidentiality of messages submitted by customers during utilization of the service. UTL agree not to use submitted messages and/or mobile phone numbers supplied by the Customer for purposes other than requested by the Customer

7. Customer agrees not to use mobile phone numbers used under this project for any other purpose other than as stated.

If the above is agreeable, please sign where indicated below, retaining a copy of this document for your files.

Name of Signee: .....

Company/Organization Name: .....

Signature: .....

**Company Seal:** \_\_\_\_\_

**Head: Sales, Biz. Dev. & Market Intelligence**  
**USHMID TECHNOLOGIES LTD. (UTL)**

**Accepted By:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Position:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Company Seal:** \_\_\_\_\_