STOP COMMAND PROCESS
STOP Command Opt-Out Process:

1. Clickatell’s customer (Cars4U) sends an SMS to recipient (Joe Soap) via any two-way number (if Cars4U is using a shared short code, their customers will ordinarily need to respond to the message by texting in a keyword, such as “CARS”).

2. Joe Soap replies to the two-way number with the opt-out message “STOP” (this will initiate the Stop command process, regardless of whether a keyword for a shared short code is included).

3. Clickatell checks for messages sent to Joe’s mobile number in the last 24 hours and matches them to a sender (short code or long number).

4a. Clickatell sends an SMS to Joe Soap asking if he wants to opt out of “ALL” or only the “LAST” service connected to that two-way number.

4a. Joe Soap responds with either ALL or LAST

4a. Clickatell blocks the appropriate customer/s from sending messages to Joe Soap again.

Has only one customer sent a message to Joe Soap in the past 24 hours?

No

Yes

4b. Clickatell blocks Cars4U from sending to Joe Soap’s mobile number again.

5. Clickatell sends an SMS to Joe Soap informing him that he has been opted out of the Cars4U service. We also provide instructions on how to opt-in again.

6. Cars4U can now view a report on recipients who have opted out from Central > Message Reports.

7. If Cars4U sends an SMS to Joe Soap or one of recipients on opt-out list, they will receive an error in message callback or reports.
How the STOP Command process works:

1. As an automated process, Stop Command makes it easier for you to regulate the opt-out process, ensuring that you and your organisation comply with the laws of your country. The Stop Command process is initiated after you (the Clickatell customer) have sent a message to one of your customers (or to any mobile number in your address book) from a long number or short code (shared\(^1\) or dedicated) that you are renting from Clickatell.

2. In accordance with Clickatell’s Terms and Conditions and your country’s regulatory laws, you are required to provide a clear opt-out process in messages sent to your customers (particularly with regards to short codes). Should your customers wish to, they can opt-out of your service by replying with a text message that contains one of the following words: STOP, END, CANCEL, UNSUBSCRIBE, QUIT, STOP STOP or STOP ALL.

3. When Clickatell receives a Stop command in reply to a two-way message, we first check our database for all the messages sent to that mobile number in the last 24 hours, which we then match to a sender.

4. Depending on the quantity of messages sent to the mobile number, we will do one of the following:

   a. If multiple Clickatell customers have sent text messages to the same mobile number within the past 24 hours: Clickatell first sends an automated message to that mobile phone, asking them whether they wish to unsubscribe from all the SMS services sent to them through Clickatell, or only the last service associated with the two-way number that messaged them. When the message recipient responds with the keyword “ALL” or “LAST”, we will add their mobile number to the appropriate Clickatell customers’ Stop-list. The Stop-List is a list of mobile numbers that our customer is blocked from sending to, unless the recipient later opts-in again and is removed from that list.

   b. If Clickatell only identifies one sender, we will automatically add this mobile number to that client’s Stop-List.

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\(^1\) Shared short codes, unlike dedicated short codes, are assigned to multiple Clickatell customers, and thus rely on keywords and API IDs in order to identify which customer to forward incoming messages to.
5. We will then send a message back to the mobile number, confirming that the recipient has successfully opted-out of the service and providing details explaining how they can opt-in again, if they desire.

**Note:** Individuals can reverse the Stop command process by re-subscribing to the two-way number. Their mobile handset will then receive an MT message asking them to indicate whether they wish to opt into the "last" service they opted out of or “all” services from Clickatell's two-way numbers, which they had previously subscribed to.

6. Clickatell’s customers can easily review the number of opt-outs from the Message Reports section of their Central Account. The Stop-List Report will provide a list of former mobile recipients, who have opted out of your bulk messaging campaign, subscription service or competition. This report displays the opt-out date, the mobile number of the customer/s, the product that they had opted out of, and the mobile message ID associated with that product. You can either view this report online or export it to an Excel spreadsheet or CSV (comma-separated) file.

7. Should a Clickatell customer attempt to send a text message to any of the mobile numbers listed in their Stop-List Report, they will receive an error in their message callback and their error report.