OperationsIP

OIP-PRD-001 · Version 1.0 · Effective 1 December 2026

Messaging and SMS Acceptable Use Policy

Emails and text messages sent through OperationsIP come from OperationsIP's sending services. To protect everyone's ability to send, these rules apply to every business.

DOCUMENT	VERSION	EFFECTIVE	OWNER	NEXT REVIEW
OIP-PRD-001	1.0	1 December 2026	Director	December 2027

Policy · Product policies

Legal and standards basis

- Spam Act 2003 (Cth)
- US CAN-SPAM Act and Telephone Consumer Protection Act (TCPA)
- Canada's Anti-Spam Legislation (CASL)
- UK PECR and EU ePrivacy rules
- Mobile carrier sender ID and registration rules in each country

1. Allowed

- Service messages to your staff, such as shift reminders and changes
- Service messages to your customers, such as booking confirmations and arrival notices
- Marketing only to people who clearly agreed to receive it, with a way to opt out

2. Not allowed

- Messages to purchased or scraped lists
- Misleading sender names or content
- Phishing, scams, illegal content or harassment
- Messages at night to someone's local time, unless urgent

3. Every message must

- Clearly identify your business
- Include a way to opt out (for marketing, and for texts reply STOP)
- Respect opt-outs within 5 business days, or straight away for texts

4. Limits and enforcement

We set sending limits, check for unusual volumes and may pause sending while we check. Repeated abuse leads to sending being removed. SMS credits used on messages that break this policy aren't refunded.

5. Sender registration

Some countries require sender names or numbers to be registered. We handle registration for OperationsIP's numbers. Businesses must give accurate business details when asked.

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