



Code of Conduct concerning the provision of corporate messaging services where alphanumeric codes (Aliases) are shown as senders ("Code")



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1. INTRODUCTION AND PURPOSE

- 1.1 This Code of Conduct is drafted pursuant to Article 5(4) of Resolution 42/13/CIR of the Italian Communications Authority (“AGCom”), “Regulations for using alphanumeric caller identification indicators in SMS/MMS messages used for corporate messaging services” (“Resolution”). Its purpose is to govern the creation, allocation and use of Aliases within corporate messaging services, and to define the rules protecting users of such services.
- 1.2 Messaging services are services provided by a supplier authorised under the Resolution to a Client/Company, whether a natural or legal person, intending to reach its End Customers via SMS or MMS messages to communicate its product or service offers, or service-related information, and, where applicable, to request a reply to the message from those End Customers.
- 1.3 Messaging services involving the sending of a message to End Customers are commonly referred to as “MT” (Mobile-Terminated) messaging services, while messaging services that require a reply from End Customers are referred to as “MO” (Mobile-Originated) messaging services. MT services may be provided using an Alias instead of CLI. This Code covers only corporate messaging services that use Aliases.

2. DEFINITIONS

- 2.1 For the purposes of this Code, and in line with the above Resolution, the following definitions apply:
 - **CLIENT/COMPANY:** the natural or legal person using or requesting to use a corporate messaging service, by subscribing to an offer from a corporate messaging service provider.
 - **END CUSTOMER:** the natural or legal person using or requesting to use a publicly accessible electronic communications service for purposes not related to the work, business or professional activity carried out.
 - **CORPORATE MESSAGING:** SMS/MMS communications, whether single or bulk, sent to End Customers by a Client/Company – such as businesses or public bodies – for business, informational or advertising purposes.
 - **PROVIDER OF CORPORATE MESSAGING SERVICES:** a legal entity authorised pursuant to Article 25 of the Electronic Communications Code (CCE) which, on the basis of specific contracts with Clients/Companies, provides corporate messaging services using Aliases for communications to End Customers (see Article 4(1)).
 - **ACCESS SERVICE PROVIDER:** a legal entity authorised pursuant to Article 25 of the CCE which provides mobile services, including messaging services, to the End Customer.
 - **CLI - CALLING LINE IDENTIFICATION:** Identification of the calling line by means of the number defined in ITU-T Recommendation E.164 and, at national level, by the National Numbering Plan (Resolution 52/12/CIR and subsequent amendments), associated with the same line;
 - **ALIAS:** an alphanumeric character string transmitted in the field intended to display the sender/CLI in SMS/MMS communications, no longer than eleven (11) characters, as outlined in Annex A to this Code.



3. GUIDING PRINCIPLES OF THE CODE

3.1 The purpose of the Code is to ensure the proper development of corporate messaging services by safeguarding the rights of Clients/Companies on the one hand and End Customers on the other, while ensuring fair competition among sector operators. In this context, sector operators intend to adopt common rules of conduct with the aim of developing the market through respect for the rights of End Customers receiving the messages. To this end, sector operators will apply their best expertise and diligence to ensure the proper use of Aliases by Clients/Companies.

4. CREATION OF ALIASES

4.1 Aliases consist of a set of alphanumeric strings no longer than eleven (11) characters, as set out in Annex A to this Code.

5. ASSIGNMENT OF ALIASES

5.1 Aliases are assigned on the basis of the current trade mark regulations. The corporate messaging service Provider will exercise the utmost diligence to prevent parties who do not hold rights to a given Alias from using Aliases which may lawfully be used only by another party under trademark law. To this end corporate messaging service Providers will first and foremost adopt authentication procedures for Clients/Companies using credentials in order to ensure that the Client/Company subscribing to a corporate messaging service offer is indeed the party accessing the messaging system and using the Aliases. Furthermore, corporate messaging service Providers will make every effort to include in their contracts with Clients/Companies specific clauses requiring Clients/Companies to assume responsibility for using only those Aliases to which they are lawfully entitled, and may also require the Client/Company to sign a specific self-declaration to this effect. Clients/Companies found to have used Aliases unlawfully will be prevented from using the relevant Aliases.

6. ASSIGNMENT OF GENERIC ALIASES

6.1 The Resolution prohibits the use of Aliases already used for other Clients/Companies that do not significantly differ from Aliases that have already been used. The assignment of generic Aliases is permitted in this context provided that Clients/Companies agree, in their contracts with corporate messaging service Providers, to include in the message text a reference to their company name or to a legitimately used trademark, so that they remain identifiable to the End Customer.

7. ASSIGNMENT OF ALIASES REFERRING TO PUBLIC BODIES AND INSTITUTIONS

7.1 Aliases referring to public bodies and institutions are reserved exclusively for those bodies or institutions and may not be assigned to other parties.

8. UPLOADING OF ALIASES TO THE DATABASE MANAGED BY AGCOM

8.1 Before sending a message using an Alias, corporate messaging service Providers must upload the Aliases used by Clients/Companies into the database managed by AGCom ("Alias System"). The following information will typically be entered into the database:

- Aliases and associated E.164 numbering;
- Client/company name, VAT number/tax code;
- Client/company contacts: single point of contact, which may be telephone number, fax number or email address;
- Termination of the Alias when it is no longer in use.

8.2 The name of the corporate messaging service Provider, as well as the date and time of the records, are automatically captured by the Alias System. The specific information associated with each Alias may be updated following any changes to the technical and operational procedures of the Alias System.



9. USE OF ALIASES BY CLIENTS/COMPANIES

9.1 The use of Aliases is permitted for Clients/Companies that have subscribed to a corporate messaging service offer with corporate messaging service Providers who have obtained one or more E.164 numbers from the National Numbering Plan (PNN) to be associated with the Aliases, in accordance with Article 3(2) of the Resolution. Multiple corporate messaging service Providers may enter into corporate messaging service agreements with the same Client/Company. Each Client/Company must be associated with a unique number. Multiple Aliases may be associated with that number, provided they are used by the same Client/Company.

10. TERMINATION OF ALIAS USE BY CLIENTS/COMPANIES

10.1 A given Alias will remain active for as long as the contract between the corporate messaging service Provider and the Client/Company remains in force, except where, during the term of the contract, the Client/Company notifies the Provider that it no longer wishes to use a particular Alias. Within 24 hours of the termination of the contract between the corporate messaging service Provider and the Client/Company, or of receipt by the Provider of the communication that a particular Alias is no longer to be used, the Provider will notify the Alias System that use of the Alias has been terminated.

11. END-CUSTOMER PROTECTION

11.1 An End Customer who receives an SMS/MMS message from an Alias that is considered to be unexpected, misleading or spam may contact the Customer Care service of their mobile operator, reporting the case and providing the operator with the following necessary information for the relevant checks:

- a) end customer's number;
- b) Alias shown as the message sender;
- c) day, date and time of reception.

11.2 Customer Care searches the database managed by AGCom to obtain the following information relating to the Client/Company that sent the message and communicates it to the End Customer:

- Client/Company name;
- Alias used;
- Client/Company contacts.

11.3 If the competent Authorities request the tracking data of the message sent, the corporate messaging service Provider will supply this data as quickly as possible to ensure the proper administration of justice.

12. SUBSEQUENT VERSIONS OF THE CODE

12.1 The corporate messaging service Provider reserves the right to prepare future, more advanced versions of this Code in order to better meet the business needs of sector operators and to enhance the protection of End Customers' rights, in line with the evolution of corporate messaging services using Aliases and the related regulatory framework, which is still in an experimental phase.

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ANNEX A

PERMITTED CHARACTER SET FOR ALIASES

According to paragraph 6.2.1, “GSM 7-bit Default Alphabet”, of the technical standard Digital cellular telecommunications system (Phase 2+); Universal Mobile Telecommunications System (UMTS); LTE; Alphabets and language-specific information, 3GPP TS 23.038 version 11.0.0 (2012-10), Release 11, only the following are permitted for the creation of aliases.

1. Upper-case and lower-case letters of the international alphabet:

- ABCDEFGHIJKLMNOPQRSTUVWXYZ (HEX codes 41 to 5A respectively)
- abcdefghijklmnopqrstuvwxyz (HEX codes 61 to 6A respectively)

2. Lower-case accented letters available on the Italian keyboard:

- èéùìò (HEX codes 04 to 08 respectively)
- à (HEX code 7F)

3. Digits 0 to 9

- 0123456789 (HEX codes 30 to 39 respectively)

4. Common punctuation marks:

- SP (space: HEX code 20)
- ! (exclamation mark: HEX code 21)
- ' (apostrophe: HEX code 27)
- , (comma: HEX code 2C)
- . (full stop: HEX code 2E)
- : (colon: HEX code 3A)
- ; (semicolon: HEX code 3B)
- ? (question mark: HEX code 3F)

NB: the above characters may not be preceded by a space character.

Consecutive spaces are not permitted.

- “ (inverted commas, HEX code 22)

An Alias may contain only two quotation marks: one opening and one closing.

The opening quotation mark may not be preceded by a space, and the closing quotation mark may not be followed by a space.

5. Common currency symbols

- € (euro: two-character code HEX 1B 65)
- £ (pound: HEX code 01)
- \$ (dollar: HEX code 02)

6. Common currency symbols

- % (percentage: HEX code 25)
- ((opening round bracket: HEX code 28)
-) (closing round bracket: HEX code 29)
- + (plus: HEX code 2B)
- - (minus or hyphen: HEX code 2D)
- = (equals: HEX code 3D)

7. Symbols used on the Internet:

- @ (“at”: HEX code 00)



- _ (underscore: HEX code 11)
- # (hash: HEX code 23)
- & (ampersand, AND: HEX code 26)
- * (asterisk: HEX code 2A)

In conclusion, the list of permitted characters and their corresponding ETSI hexadecimal encodings to be used for SMS/MMS transmission, as well as their UTF-8 hexadecimal encodings to be used for communication with the Authority's database, is as follows:

Character	ETSI encoding	UTF-8 encoding
@	0	40
£	1	C2 A3
\$	2	24
è	4	C3 A8
é	5	C3 A9
ù	6	C3 B9
ì	7	C3 AC
ò	8	C3 B2
_	11	5F
SP	20	20
!	21	21
“	22	22
#	23	23
%	25	25
&	26	26
‘	27	27
(28	28
)	29	29
*	2°	2°
+	2B	2B
,	2C	2C
–	2D	2D
.	2°	2°
0	30	30
1	31	31
2	32	32
3	33	33
4	34	34
5	35	35
6	36	36
7	37	37

Character	ETSI encoding	UTF-8 encoding
8	38	38
9	39	39
:	3°	3°
;	3B	3B
=	3D	3D
?	3F	3F
A	41	41
B	42	42
C	43	43
D	44	44
E	45	45
F	46	46
G	47	47
H	48	48
I	49	49
J	4°	4°
K	4B	4B
L	4C	4C
M	4D	4D
N	4°	4°
O	4F	4F
P	50	50
Q	51	51
R	52	52
S	53	53
T	54	54
U	55	55
V	56	56
W	57	57
X	58	58
Y	59	59

Character	ETSI encoding	UTF-8 encoding
Z	5°	5°
a	61	61
b	62	62
c	63	63
d	64	64
e	65	65
f	66	66
g	67	67
h	68	68
i	69	69
j	6°	6°
k	6B	6B
l	6C	6C
m	6D	6D
n	6°	6°
o	6F	6F
p	70	70
q	71	71
r	72	72
s	73	73
t	74	74
u	75	75
v	76	76
w	77	77
x	78	78
y	79	79
z	7°	7°
à	7F	C3 A0
€	1B 65	E2 82 AC



Consequently, the table of characters that may be used, organised according to the ETSI encoding, is as follows.

				b7	0	0	0	0	1	1	1	1	
				b6	0	0	1	1	0	0	1	1	
				b5	0	1	0	1	0	1	0	1	
b 4	b3	b2	b1	HEX	0	1	2	3	4	5	6	7	
0	0	0	0	0	@ 40		SP 20	0 30		P 50		p 70	
0	0	0	1	1	£ C2 A3	_ 5F	! 21	1 31	A 41	Q 51	a 61	q 71	
0	0	1	0	2	\$ 24		" 22	2 32	B 42	R 52	b 62	r 72	
0	0	1	1	3			# 23	3 33	C 43	S 53	c 63	s 73	
0	1	0	0	4	è C3 A8			4 34	D 44	T 54	d 64	t 74	
0	1	0	1	5	è C3 A9		% 25	5 35	E 45	U 55	e 65	u 75	
0	1	1	0	6	ù C3 B9		& 26	6 36	F 46	V 56	f 66	v 76	
0	1	1	1	7	ì C3 AC		27	7 37	G 47	W 57	g 67	w 77	
1	0	0	0	8	ò C3 B2		(28	8 38	H 48	X 58	h 68	x 78	
1	0	0	1	9) 29	9 39	I 49	Y 59	i 69	y 79	
1	0	1	0	A			* 2°	: 3°	J 4°	Z 5°	j 6°	z 7°	
1	0	1	1	B		1)	+ 2B	; 3B	K 4B		k 6B		
1	1	0	0	C			, 2C		L 4C		l 6C		
1	1	0	1	D			- 2D	#NO ME?	M 4D		m 6D		
1	1	1	0	E			. 2°		N 4°		n 6°		
1	1	1	1	F				? 3F	O 4F		o 6F	à C3 A0	

“SP” corresponds to the space character.

“1)” is not a character; it indicates the code (HEX 1B) that must be placed before characters belonging to the Extension Table.

Specifically, the HEX sequence 1B 65 corresponds to the character “€”, whose UTF-8 encoding is E2 82 AC.

The character “€” is the only character from the Extension Table that may be used.

Each cell shows, on the first line, the character as encoded according to the 3GPP TS 23.038 version 11.0.0 (2012-10) standard.

On the second line, it shows the corresponding UTF-8 encoding to be used in communications with the AGCOM database.

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