

## 1- **Introduction:**

Compliance with local laws and regulations is a fundamental requirement to ensure the successful delivery of messages and to avoid any penalties that may arise from violating these laws. This guide summarizes the most important regulations and policies related to sending messages in the Kingdom of Saudi Arabia, as adherence to these regulations is mandatory for the service of sending messages from the internet to mobile phones.

## 2- **Regulatory Authorities for the Service of Sending Messages from the Internet to Mobile:**

The Communications, Space, and Technology Commission (CST) is the regulatory authority for the telecommunications and information technology sector in the Kingdom. It is responsible for regulating the service of sending text messages from the internet to mobile phones. The CST establishes rules and regulations that ensure the organization of the text messaging market from the internet to mobile, contributing to the protection of end-user rights. These rules and regulations apply to:

### 1.1- **Telecom Network Operators:**

These are mobile telecommunications service providers, such as STC, Mobily, Zain, and other companies licensed by the Communications, Space, and Technology Commission (CST) to provide mobile telecommunications services.

### 1.2- **Service Providers:**

These are companies authorized by the CST to offer the service of sending text messages from the internet to mobile phones.

**At Taqnyat Information Technology Co. Ltd., we take pride in being an authorized and licensed entity by the Communications, Space, and Technology Commission (CST) to provide the service of sending text messages from the internet to mobile phones under License No. (38-10-471).**

### 1.3- **Senders:**

These are official entities that can benefit from the service of sending text messages from the internet to mobile phones, including for promotional, service, awareness, and warning purposes. Senders must contract directly with a service provider authorized by the Communications, Space, and Technology Commission (CST) to send messages through them.

Senders must also comply with the applicable regulations in the Kingdom of Saudi Arabia and ensure that no message contains content that violates any of these regulations. Messages must be sent according to the correct classification of the sender's name.

The CST has specific guidelines for senders when sending short messages based on the message classification, which will be detailed later in this guide.

**At Taqnyat Information Technology, we exclusively provide short message services directly to senders and do not offer the service through subcontracting. However, the service can be provided through an intermediary if the intermediary holds a general category license from the Communications, Space, and**

### **3- Sender Obligations According to CST Regulations:**

- Compliance with the applicable regulations in the Kingdom of Saudi Arabia, and ensuring no messages contain content that violates any of these regulations, including content in message links.
- When sending a short message containing a One-Time Password (OTP), the sender must clearly explain the reason for sending the OTP in the message to the end user, and not just send the code without clarification.
- Avoid contracting to purchase and send bulk short messages with non-licensed service providers.
- Strict compliance with sending bulk short messages according to the correct classification of the sender's name as stated in Article (15) of the Anti-Spam Regulations, and absolute avoidance of sending messages that violate the classification, such as sending promotional messages under a service sender name or sending service messages under a promotional sender name, and similar cases.
- Avoid sending promotional campaign messages through system-to-system transmission between their systems and service provider systems.
- When sending any promotional message to an end user, the sender must:
  1. Provide the end user with an explicit option to opt-in or opt-out of receiving promotional messages, and consent obtained through privacy policies or service contracts is not valid. The sender bears the burden of proving consent.
  2. Allow the end user to request to stop receiving promotional messages at any time through both traditional and electronic channels.
  3. Cease sending any other messages after receiving a request to stop sending promotional messages, within no more than 24 hours from receiving the request.
  4. Send a notification confirming the activation or cessation of promotional messages after receiving such a request.
- Before sending any awareness messages to the end user, the sender must:
  1. Coordinate with the relevant authorities before sending awareness messages.
  2. Ensure the official sender name is included in the message text.
  3. Limit the number of messages sent by the sender to one per day, or as determined by the authority.
- Avoid sending promotional and awareness messages from 10 PM to 9 AM daily, and from 1 AM to 12 PM during the month of Ramadan (Saudi time).
- The sender is not permitted to send promotional short messages from a mobile phone number.

- The validity for sending short messages, as outlined in Article (5-1) of the Anti-Spam Regulations, is limited to the following:
  1. Government entities may send promotional, awareness, service, and warning messages.
  2. Private entities may send promotional, awareness, and service messages.
  3. Individuals may send personal and service messages.
  4. Short messages sent from entities outside the Kingdom must be service or personal messages only.

#### **4- Classifications of SMS Messages Sent from the Internet to Mobile:**

The Communications, Space, and Technology Commission (CST) has categorized the content of SMS messages sent from the internet to mobile phones into five categories. This classification aims to regulate the SMS market and ensure user protection. The CST has set specific guidelines for each category, helping protect users from unwanted or inappropriate messages. This classification strikes a balance between meeting the senders' needs and protecting users' rights.

##### **4.1- Promotional Messages:**

These are commercial or marketing messages related to products, services, fundraising, or reminders.

Senders must adhere to the CST's guidelines when sending promotional messages:

- Strict compliance with sending promotional messages through a sender name classified as "promotional" and ending with the suffix "-AD."
- Avoid sending promotional messages from external systems; ensure that promotional messages are sent directly from the service provider's systems.
- Provide the end user with the option to explicitly opt-in or opt-out of receiving promotional messages. Note that consent included in privacy policies or service contracts is not considered valid, and the burden of proof lies with the sender.
- Allow the end user to request to stop receiving promotional messages at any time, through both traditional and electronic channels.
- Cease sending any other messages within 24 hours of receiving the request to stop promotional messages.
- Send a notification confirming the activation or cessation of promotional messages after receiving such a request.
- Avoid sending promotional messages from 10 PM to 9 AM daily, and from 1 AM to 12 PM during the month of Ramadan (Saudi time).
- The sender is not allowed to send promotional short messages from a mobile phone number.

**Tools Available at Taqnyat to Help Senders Comply with Promotional Message Regulations:**

- Allow sending promotional messages for all sectors except government entities.
- We do not contract with entities outside the Kingdom.
- Prevent sending promotional messages from 10 PM to 9 AM, and from 1 AM to 12 PM during the month of Ramadan, through an automatic filtering system.
- Only allow sending promotional messages through a sender name classified as promotional, ending with the suffix "-AD."
- A filtering system based on specific keywords is available, ensuring that the message content is checked and sent according to the correct classification.
- Provide a system for senders to block promotional messages for a specific number upon the end user's request to stop receiving promotional messages.
- Review promotional campaigns before approval by a specialist at Taqnyat. The content and any links within the message are carefully checked to ensure compliance and avoid fraud, with exceptions made for government and bank messages.
- Prevent sending promotional messages from external systems. Our system automatically detects promotional messages sent from external systems and blocks them.

**4.2- Service Messages:**

These are messages with service-related content sent to a specific user to provide a contracted service, inform them of actions taken regarding that service, explain its features and options, deliver personal or general notifications such as appointments, or provide electronic documentation to confirm ownership of a mobile number (e.g., accessing websites or electronic programs). This should be done at the user's request or with their consent.

Senders must comply with the Communications, Space, and Technology Commission (CST) regulations when sending service messages:

- Strict compliance with sending service-related messages through a sender name classified as "service."
- When sending a short message containing a One-Time Password (OTP), the sender must specify in the message to the end user the reason for sending the OTP, and not just send the code without clarification.

**Tools Available at Taqnyat to Help Senders Comply with Service Message Regulations:**

- Service messages can only be sent through a sender name classified as "service."
- A filtering system based on specific keywords is available, ensuring that message content is checked and sent according to the correct classification.
- Notifications are sent to senders to modify the message content if an OTP (One-Time Password) is sent

**4.3- Awareness Messages:**

These are messages with an educational or advisory nature sent by entities with a legal status, such as government authorities, banks, hospitals, and others, to the general public or to specific user groups.

Senders must comply with the Communications, Space, and Technology Commission (CST) regulations when sending awareness messages:

- Strict compliance with sending awareness messages through a sender name classified as "awareness."
- Avoid sending awareness messages from 10 PM to 9 AM daily, and from 1 AM to 12 PM during the month of Ramadan (Saudi time).
- Coordinate with the relevant authorities before sending the awareness message to the end user.
- The official sender's name must be included in the message text.
- The number of messages sent by the sender to the end user should not exceed one message per day, or as determined by the authority.

#### **Tools Available at Taqnyat to Help Senders Comply with Awareness Message Regulations:**

- Awareness messages can only be sent through a sender name classified as "awareness."
- A filtering system based on specific keywords is available, ensuring that message content is checked and sent according to the correct classification.
- Prevent sending awareness messages from 10 PM to 9 AM daily, and from 1 AM to 12 PM during the month of Ramadan, through an automatic filtering system.

#### **4.4- Warning Messages:**

These are high-priority messages with a warning content sent by the relevant government authorities to the general public in all or specific areas of the Kingdom, aiming to warn about an event that has occurred or is about to occur. These messages are intended only for residents of the danger zone.

Senders must comply with the Communications, Space, and Technology Commission (CST) regulations when sending warning messages:

- Strict compliance with sending warning messages through a sender name classified as "warning."
- Warning messages must be sent exclusively by government entities.

#### **Tools Available at Taqnyat to Help Senders Comply with Warning Message Regulations:**

- Warning messages can only be sent through a sender name classified as "warning."
- A filtering system based on specific keywords is available, ensuring that message content is checked and sent according to the correct classification.
- Warning messages can only be sent through government entities.

#### **4.5- Personal Messages:**

These are short text messages sent from a specific user's number to another specific user's number for personal purposes.

Currently, this type of message is not permitted by service providers due to the absence of regulations set by the Communications, Space, and Technology Commission (CST) for sending personal messages.

#### **5- Sender Name Registration:**

The Communications, Space, and Technology Commission (CST) has regulated the registration of sender names to reduce spam, fraudulent, and phishing messages, and to protect user rights. Network operators have been required to adopt a unified system for registering and approving sender names, ensuring the documentation of entities using these names.

Access to this system is permitted only through authorized and licensed message service providers approved by the CST. Senders must comply with registering sender names according to the correct classification of message content and provide all necessary requirements to the message service provider to begin processing the request.

**At Taqnyat Information Technology, we have developed a system to enhance the user experience in the sender name registration process. This system helps senders provide all the necessary requirements for registration with minimal time and effort.**

#### **6- Providing SMS Services for Government, Semi-Government Entities, Agencies, and Banks:**

The Communications, Space, and Technology Commission (CST) has established regulations for providing SMS services to government and semi-government entities, agencies, and banks. We emphasize the importance of adhering to these regulations, as they aim to enhance trust in the services provided and ensure a secure environment for effective communication between institutions and the public.

The regulations are as follows:

- Before sending any text message, the content must be prepared electronically by a specialized employee within the entity and then electronically approved by the authorized official.
- Users are not allowed to modify the message content once it has been approved unless modifications are required, in which case a new approval is needed.
- Service messages, such as two-factor authentication messages, are approved with a template only once.
- The preparation and approval of message content must be done by different users.
- The user of the SMS service system must be a Saudi national.

**At Taqnyat Information Technology, we provide the necessary tools through our platform, Taqnyat.sa, to support government and semi-government entities, agencies, and banks in complying with the approved regulations. We offer a dedicated system for preparing and approving message content in accordance with the regulations set by the Communications, Space, and Technology Commission (CST).**

## 7- Data Protection:

Data protection involves a set of measures and technologies aimed at safeguarding information from unauthorized access, breaches, and loss. These measures include the use of encryption, the development of strong security policies, and training employees in secure data handling practices.

The Communications, Space, and Technology Commission (CST) has prioritized data protection by establishing regulations and rules that require telecommunications operators and message service providers to protect the data of senders and users. Therefore, direct interaction with an authorized message service provider ensures the protection of their private information from breaches and loss.

**The Taqnyat.sa platform ensures the highest security standards in compliance with the regulations in the Kingdom, as data is stored on servers within the Kingdom. Additionally, we hold certifications for information security management standards:**

- ISO 27002:2024
- ISO 27001:2024

**We also provide tools on our platform to help senders maintain the security of their accounts, including:**

- **Secure platform access using a username and password, along with two-factor authentication and an additional code to confirm the IP address.**
- **Blocking the sending of messages from any IP address that is not authorized by the sender.**
- **Providing tools for senders to monitor the volume of messages sent.**
- **A comprehensive log for senders that includes all operations performed on the account.**

## 8- WhatsApp API Messaging Policy

Meta has established guidelines and rules to regulate the use of WhatsApp services for sending messages, ensuring a secure and effective communication experience between users.

Companies must adhere to these policies to ensure high-quality performance for their accounts and to avoid partial or complete account bans.

[WhatsApp Business Messaging Policy](#)

[Enforcement of the WhatsApp Business Platform Policy](#)

## 9- Registration for WhatsApp API Messaging Service

Meta launched this service to help businesses communicate effectively with their customers, allowing them to send an unlimited number of messages and automate the process of responding to customer inquiries and meeting their

needs seamlessly.

Meta has set the requirements for registering for this service, which are listed below:

### 9.1- Choosing a Business Solutions Provider

Meta offers this service to businesses through an authorized partner, who facilitates access to WhatsApp API services by providing the necessary tools and support for integrating the API with existing business systems. These authorized partners provide a range of services such as account setup, message management, CRM system integration, and ongoing technical support.

**At Taqnyat Information Technology, we are proud to be an authorized partner of Meta, providing all the necessary support to help you access WhatsApp API services and seamlessly integrate them with your systems, ensuring an effective and successful communication experience.**

**[Taqnyat is a Meta-approved company.](#)**

### 9.2- Creating an Account with the Service Provider

After selecting a Business Solutions Provider, you will need to register with them. At this stage, you may be required to provide basic information about your business, such as the trade name, type of activity, and website. You may also be asked to submit legal documents proving ownership of the business to verify your account.

**At Taqnyat Information Technology, we assist you with the registration process and support you at every stage through our dedicated support department. We also offer a free trial for systems connected to the WhatsApp API service to ensure you have the best experience before making your final decision.**

### 9.3 - Linking the Business Phone Number

The number linked to the WhatsApp API service can be a mobile number or a landline number. Please note that certain numbers, such as toll-free numbers, may be rejected for linking with the service. The service provider will handle the linking process, which requires you to provide a verification code sent to you via SMS or a phone call.

### 9.4- Setting Up the Business Profile

Setting up a business profile on WhatsApp API enhances your company's identity by providing clear information such as the business name, description, and working hours. This improves the customer experience and boosts the company's credibility. The profile helps organize communication, provide essential information, and enhance the effectiveness of promotional messages, while also integrating with other marketing strategies.

### 9.5- Integration with Systems

After setting up the account, you can begin integrating the WhatsApp API with your Customer Relationship Management (CRM) systems or any other tools you use in your business. Ensure that the integration improves operational efficiency by streamlining customer interactions, provides a seamless experience through **effective**



linking between WhatsApp and your current systems, and helps automate responses and analyze data to improve strategies and customer service.

**At Taqnyat Information Technology, we provide a comprehensive system for serving all sectors using WhatsApp API at competitive prices. We are committed to continuously developing our system to meet the needs and requirements of our clients and the business market. Additionally, we offer a free trial for the WhatsApp API service from our systems to assess performance before making a final decision.**

## 10- Maintaining High-Quality Conversations

The success of using the WhatsApp API service and maximizing its benefits heavily depends on the quality of conversations. This requires maintaining a high level of professionalism and clarity in messages, which contributes to enhancing customer satisfaction. To achieve this, it is essential to adhere to the WhatsApp policies set by Meta, in addition to using a distinctive and unique approach in conversations. Failing to maintain quality conversations may result in your account being banned due to negative customer feedback and reports on the conversations.

Here are some steps to help you maintain high-quality conversations:

- Monitor the messages sent and ensure they comply with WhatsApp policies to avoid any violations that may lead to account suspension.
- Personalize your messages for each customer based on their data and preferences. Avoid using generic messages for all customers.
- Ensure quick responses to customer inquiries to meet their needs and resolve their issues effectively.
- Use automation tools for responding to frequently asked questions, but always provide an option for human interaction when necessary.
- Use analytics tools to track message performance and customer engagement. Collect data on open rates, interactions, and responses.
- Obtain explicit consent from customers before sending any marketing messages.
- Send marketing messages during reasonable hours to avoid disturbing customers.
- Always include a clear option for customers to unsubscribe from marketing messages if they no longer wish to receive further messages.

[To View the Quality Rating on the Meta Platform:](#)

## 11- Messaging Restrictions

The WhatsApp API service imposes a number of restrictions to ensure a high-quality experience and protect users from unwanted messages. These restrictions include a set of rules and guidelines that must be adhered to in order to ensure compliance with the policies.

### 11.1 Restrictions on Message Types

The WhatsApp API service imposes limits on the types of messages that can be sent through the system to protect users from unwanted messages and ensure a positive user experience. Below are the types of messages that can be sent:

- **Marketing:** Includes special offers, product alerts, or any other promotional content. Promotional messages must be relevant to the customer and based on their previous preferences.
- **Utility:** Used to track user requests or actions, such as subscription confirmations, order or delivery management, account updates, and surveys.
- **Service:** These messages are sent in response to conversations initiated by the user. Businesses are allowed to send any type of message within a 24-hour service window.
- **Authentication:** Used to verify user identities using one-time passwords (OTPs) for account verification or account recovery.

Adhering to these classifications ensures compliance with WhatsApp's policies and reduces the risk of penalties, such as account bans or customer complaints. Meta reviews all message templates before allowing their use to ensure compliance with privacy and messaging policies.

### 11.2- Response Time Restrictions

In WhatsApp, a conversation is considered active when there is recent interaction between the user and the business. This rule ensures that messages sent to users are part of an ongoing interaction, reducing the likelihood of users receiving unwanted messages.

If there is no user interaction within a 24-hour period from sending a message, the conversation is considered inactive. This means businesses must send a new message from an approved template if they want to send messages after this period.

### 11.3- Sending Quantity Restrictions

When subscribing to the WhatsApp Business service, there are specific limits on the number of messages that can be sent, which vary based on the account's level and interaction. Here are the details of these limits:

- **New accounts:** Can send up to 250 messages per day during the first week.
- **Level 1:** Can send up to 1,000 messages per day.
- **Level 2:** Can send up to 10,000 messages per day.

- Level 3: Can send up to 100,000 messages per day.
- Level 4: Can send an unlimited number of messages.

You can upgrade your account by improving the quality rating and complying with WhatsApp's policies. By regularly sending messages with high quality and maintaining positive user interactions, your account may be automatically upgraded to a higher level based on continuous performance evaluation and compliance with policies.

#### 11.4- Message Size Restrictions

The WhatsApp API service imposes a number of restrictions on the size of messages sent to users to ensure optimal user experience and protection against unwanted messages. These restrictions include:

##### 11.4.1- Text:

- Maximum characters allowed in the Header: 60 characters
- Maximum characters allowed in the Body: 1024 characters
- Maximum characters allowed in the Footer: 60 characters
- Maximum characters allowed in the Button: 20 characters (up to 3 buttons can be added)

##### 11.4.2- Images:

- Accepted image formats: JPG, JPEG, PPT(X), PNG
- Maximum image size: 5 MB

##### 11.4.3- Videos:

- Supported video formats: MP4, 3GPP
- Maximum video size: 16 MB

##### 11.4.4- Stickers:

- Must be web files
- Size: 512x512 pixels
- Maximum sticker size: 100 KB
- Must have a 16-pixel margin around the sticker
- Stickers must have transparent margins
- Animated stickers are not allowed

##### 11.4.5- Documents:

- Supported document formats: PDF, DOC, PPT, XLS
- Maximum document size: 100 MB

Failure to comply with the specified size limits, regardless of the content of the message, may result in the message not being delivered to the intended recipients. The WhatsApp API service has set precise limits on message sizes to ensure optimal performance and service quality. If messages exceed these limits, whether in text or attachments, they may fail to reach the users or encounter delivery issues.

## 12- Conclusion:

In conclusion, we emphasize the importance of complying with local regulations to ensure your messages are sent effectively and securely. At Taqnyat Information Technology, we provide full support to help you implement these regulations efficiently and offer the technical solutions you need to achieve a successful marketing strategy.

By using our platform, you can focus on building your marketing strategies and expanding your reach without worrying about the technical details or challenges involved. We are here to provide the necessary tools and specialized guidance to ensure high-quality interactions with your customers while maintaining compliance with local regulations.

Join Taqnyat Information Technology today and start enhancing your communication with customers in innovative and effective ways. Let us help you achieve success and sustainable growth in a dynamic business environment while we handle all the technical details on your behalf.