



France Code of Conduct

English translation by Mpulse*

15/07/2010

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**Recommendations of the Rights on the Internet concerning the Classification of
Multimedia Mobile Contents 18**

The present document is non-contractual and non-binding; only the original documents are applicable. Mpulse is not entitled to provide legal advice; please consult your legal councilor for the translation of official documents and to ensure your service respects all relevant legal and regulatory requirements



Annex 1: Deontology recommendations

*SMS+ Association, 8 July 2009*¹

The Service Provider² must respect the following rules. You also commit to respect all laws applicable to Premium SMS Services.

Category	Service type
1	Pay-per-download Chat (moderated)
2	Chat (not moderated)
4	Subscription services

Table 1. Mpulse summary of Service Categories

Category 1 Services

Allow the User:

- to obtain a content or to participate to an event, with a limited and announced amount of SMS/MMS Exchanges³,
- to bilaterally discuss with a moderator

Category 2 Services

Allow the User to Exchange SMS and MMS indirectly with other identified Users registered to the service. The SMS/MMS Exchanges between the Users must be processed through Your systems.

Category 4 Services

Allow a registered User to receive Premium SMS-MT and MMS-MT from Your systems on his mobile.

1. Pricing transparency and information delivered to the users

A. You must inform Users without ambiguity of:

- the price that will be charged for the Service
- and the essential characteristics of the Service

This must be done before the first SMS MO (in Categories 1 and 2) or before subscribing the User (in Category 4), and according to the "Communication Code of Guidelines"⁴.

Moreover, You must not charge the User on top of what was communicated following the above, whichever the media You used to communicate. However, it is allowed to charge the User additionally for an informative complement related to a Service which was already integrally delivered, but only when this informative complement was mentioned during the first order.

If You know how many Premium SMS/MMS will be required to deliver the entire Service, You must communicate this total amount of SMS/MMS and total price to the User before the first SMS MO or before subscribing the User.

¹ Original document "Annexe 1 - Recommandations Déontologiques Applicables Aux Services Sms+ / Mms+" available on www.smsplus.org

² Referred here-after as « You » and in the original french document as « Editor of the Service »

³ Generally the term "Exchange" seems to refer to an SMS/MMS MO replied to with an MT

⁴ For an English translation of the document please refer to the « Annex 3 » in the present document

- B. You must identify Yourself and/or Your Service in all communication and SMS/MMS sent to Users, according to the “Communication Guidelines”⁵.
- C. Users must have access to the information mentioned in article 6. III – 1 of the June 21st 2004 law (N° 2004-575). Following this law, any User sending CONTACT via SMS MO must receive an SMS MT from You containing the information detailed in article 1.2 of the “Premium Services Design Guidelines”⁶.
- C. Users must have access to the information mentioned in article 6. III – 1 of the June 21st 2004 law (N° 2004-575). Following this law, any User sending CONTACT via SMS MO must receive an SMS MT from You containing the information detailed in article 1.2 of the “Premium Services Design Guidelines”⁷.

2. Loyalty of the SMS+ / MMS+ Service

A. Towards Users

You must deliver a loyal service, that will not mislead the User regarding the content, possibilities (namely subscription period), and pricing of the Services offered.

Any use of physical persons or automated systems must be mentioned in the service description so as to make the Users aware of it.

It is forbidden to collect personal data concerning the Users or to activate a Premium Service without the clear approval of the User himself.

1) Mobile number of a Private Person

You will

- not use the mobile number of a private individual without his explicit consent
- immediately delete the relevant mobile number as soon as a person complains about the use of his/her mobile number
- not ask Users to send information(including his/her mobile number) in an SMS/MMS MO if it is not directly useful for the Service delivery – You will not do so in Your communication material nor via SMS/MMS/WAP
- not ask the User to send his mobile number via SMS MO, even outside the context of the actual Premium Service

2) Specific Keywords

You must implement specific keywords as defined in the detailed in the “Premium Services Design Guidelines”⁸.

⁵ For an English translation of the document please refer to the « Annex 3 » in the present document

⁶ “Charte de Conception de Services SMS+/MMS+”, for an English version please refer to « Annex 4 » in the present document

⁷ “Charte de Conception de Services SMS+/MMS+”, for an English version please refer to « Annex 4 » in the present document

⁸ “Charte de Conception de Services SMS+/MMS+”, for an English version please refer to « Annex 4 » in the present document

B. Towards competing Service Providers

You must

- act in fair competition; and namely not intervene in a Service with the intention to harm the Service or to deviate its Users to another Service
- have done all the relevant investigations related to Your number and to the name of Your Service in order to avoid any potential confusion with other existing Services

C. Towards the Operators

You must

- respect the purpose of Your Service as it has been stated in the Contract and in all subsequent Addenda to the Contract
- not act in a way that could potentially create confusion between You or Your Service and the Operators

3. Advertising and promotion

You must respect applicable laws and regulations related to the protection of personal data and direct marketing via e-mail.

SMS advertising from a short code can only be sent

- to Users having already accessed Your Premium Service
- from the short code used to deliver the Service in question

SMS advertising can only concern a similar or analogue Service to the Premium Service initially delivered to that User.

SMS that are advertising Services other than Your Service, must not be Premium (ie. must be free to the User).

If the advertising is included in the message delivering Your Service/content, You must first deliver the Service/content (e.g. the URL to download), and thereafter state Your advertising text.

You are allowed to send SMS advertising outside the message delivering Your Service/content, only if:

- the SMS is not sent on Sundays and bank holidays or on any day between 10 pm and 8 am
- the SMS MT or MMS MT is free of charge

In any case advertising SMS must respect the following:

- it must be clear to the User that the message is advertising
- the SMS MT or MMS MT cannot contain any violent or pornographic content nor pretend to be a classified ad in any way, shape or form. Its content must respect the applicable laws and regulations, especially consumer law
- the sending frequency has to be reasonable and must not be annoying to the user

Each time a User will send a SMS MO containing the keyword STOP to one of Your short codes, You must stop sending SMS MT or MMS MT to this User until he/she sends another SMS/MMS MO to the Service's short code or until he/she asks to be registered again (in the context of a Category 4 Service).

4. Youth, Minors and User's Protection

A. Principles towards all Users

You must not use or suggest the representation of any activity contrary to the applicable legislation and You must not make publicly available messages and contents:

- that from their very nature may affect human persons and their dignity, equality between women and men, or the protection of children and teenagers
- encouraging crimes/offences, the consumption of forbidden substances or to commit suicide,
- encouraging discrimination, hatred or violence
- identified as forbidden by laws and regulations, including the "Recommendations of the rights on the internet concerning the Classification of multimedia mobile contents"⁹ published on October 17th 2006

As a consequence, You must constantly supervise information that You make publicly available, and before it is made public delete any message that does not respect applicable laws and regulations.

You cannot give Users a bonus that is related to the amount of SMS/MMS MO they send to Your Service - namely a bonus giving access to another Service.

B. Principles towards Minors

Services destined to Youth must not contain any section, message or advertising that favorably presents any behavior commonly considered as reprehensible, or that entice Young children to consult other services (telematics, voice, WAP...) and/or encouraging to send an excessive amount of SMS/MMS to the Service.

C. Services for Adults

You can promote Services "For adults only" as defined by the "Recommendations of the rights on the internet concerning the Classification of multimedia mobile contents"¹⁰ published on October 17th 2006, only:

- on a non-premium short code
- and if these Services are declared to the "SMS+ Association"

You are allowed to make Your pornographic texts or content publicly available, only after the operator or MVNO¹¹ has setup an age-control process on the short code destined to Your "For adults only" Service.

⁹ See following section of the present document. Original document available in French on <http://www.foruminternet.org/telechargement/documents/reco-CCMM-20061017.pdf>

¹⁰ Bis

¹¹ Mobile Virtual Network Operator

5. Specific Services

Specific rules apply to the following Services:

A. Advisory services

You must clearly mention that the information/advice provided as part of Your Service are for reference only, and You must state the authors of such information/advice

B. Charity services

Donations in favor of charity are not allowed via Premium SMS (or any other payment means enabled by operators).

C. Selling physical goods or non-mobile services

You may not sell via Premium SMS/MMS (or any other means enabled by operators):

- physical goods
- or Services that are not delivered on the mobile phone

You cannot give such goods/services to Users as a bonus that is directly or partially related to the number of SMS or MMS sent/received. This is forbidden in whichever form or shape, e.g. bundles or vouchers.

D. Chat Services

Is forbidden: a direct SMS/MMS Exchange between Users that are not clearly identified.

Is allowed, only in the framework of Category 2 Services: an indirect SMS/MMS Exchange between clearly identified and registered Users.

E. Access code delivery

Access codes concern the purchase of contents/services on a digital medium. The access code purchased via SMS, must be typed by the User on the digital medium in question¹². The access code cannot be a link to WAP content or similar. The access code must be delivered through a SMS MT, and within one single "session" (one SMS MO > SMS MT Exchange).

The digital service accessed by the User must respect the present code of conduct.

F. Games with promise of winning and lottery

Lotteries and games with promise of winning are forbidden in the context of Category 4 Services.

¹² e.g. on the website where the User will consume the digital content/service.

Annex 3: Communication Guidelines

*SMS+ Association, 8 July 2009*¹³

In any advertising or communication mentioning a short code granted by the SMS+ Association, You must respect the applicable laws and regulations, and where applicable the recommendations of authorities such as the “Conseil Supérieur de l’Audiovisuel”¹⁴ and the “Autorité de Régulation Professionnelle de la Publicité”¹⁵, as well as the present Annex.

If a Service is not fully available on all network operators members of the SMS+ Association:

- you cannot use the SMS+ brands (name and logo). However You must respect all the other rules of the present Communication Guidelines.
- each time You communicate Your short code You must clearly mention all operator networks on which the Service is available (fully or partially).

1. Identifying You and Your Service

In all communication related to Your Service You must:

- designate Your Service by its Commercial Name as declared to the SMS+ Association when You reserved Your short code,
- mention the Commercial Name in question at the beginning of each SMS MT or MMS MT sent from Your short code.

Your Commercial Name must be distinctive enough to identify You. Thus it cannot be a generic, usual or required designation of Your Service.

The SMS+ Association and each member Operator are allowed to refuse a Commercial Name if:

- the Name reproduces a notorious brand, unless You have a formal proof that You have received the right to use it (from the owner of the brand)
- the Name includes a “+” or a “plus” unless You can prove that Your had rights for this name before the creation of SMS+ and if the brand is notorious
- if the name reproduces Your short code and all other names reproducing 5 consecutive numbers

In all communication You will:

- avoid any confusion between You and the SMS+ association or member Operators
- communicate the identity mentioned in the Contract You signed with operators, for Users to be able to defend their rights in case of complaint
- include the keyword “CONTACT” mentioning that if the User sends this keyword to the short code of the Service he/she will receive all useful information, namely all the information required in order to file a complaint, or Your Customers Care contact details (phone number details or mailing address)

¹³ Original document “ANNEXE 3 - CHARTE DE COMMUNICATION DES SERVICES SMS+ / MMS+” available on www.smsplus.org

¹⁴ Audiovisual authority, for further reference please visit www.csa.fr

¹⁵ Advertising authority, for further reference please visit www.arpp-pub.org

If the communication of Your Service includes one of Your partners You must:

- insert “edited by” followed by Your corporate name and the official number of Your commercial registration,
- mention the Service name presented to Users in all communication of the Service, at the beginning of each SMS MT or MMS MT sent from Your short code. Thus in this case the Service name in question may be different than the Commercial Name You declared to the SMS+ Association.

2. Price transparency

In all communication related to Your short code You must clearly mention the price as follows:

Category 1 Services - when You know in advance how many SMS MO/MT will be required

You must display on Your ad, next Your short code (wherever the short code is most visibly displayed):

- “X EURO par service + n SMS” (i.e. X Euros per service + n SMS)
- “X EURO par service + n MMS” (i.e. X Euros per service + n MMS)

X = Price of the Service including VAT

n= Number of SMS MO - SMS MT Exchanges necessary to complete the delivery of the Service

The term “service” can be replaced by a term describing more precisely and explicitly the nature of the Service, e.g. “X EURO per download”, “X EURO per vote”, etc.

Category 1 Services - when You don't know in advance how many SMS MO/MT will be required **Category 2 Services**

You must display on Your ad, next Your short code (wherever the short code is most visibly displayed):

- “X EURO par SMS + prix d'un SMS” (i.e. X EURO per SMS + price of one SMS)
- “X EURO par MMS + prix MMS” (i.e. X EURO per service + price of MMS)

X = Price of the Service including VAT

The term “service” can be replaced by a term describing more precisely and explicitly the nature of the Service, e.g. “X EURO per question”. « prix SMS » or « prix MMS » can be replaced by « coût SMS » or « coût MMS ».

Category 4 Services – Recurrent

When You know in advance the frequency of the Premium SMS MT delivering Your Service You must state the price as follows (wherever the short code is most visibly displayed):

- “X EURO par [périodicité]” (i.e. X EURO per [billing frequency]), e.g. “3 EUROS par semaine”

X = Price of the Service including VAT

Category 4 Services – Random

When You do not know in advance the frequency of the Premium SMS MT delivering Your Service You must state the price as follows (wherever the short code is most visibly displayed):

- “X,X = EURO par SMS reçu” (i.e. “X EURO per SMS received)

X= Price of the Service including VAT



The term “service” can be replaced by a term describing more precisely and explicitly the nature of the Service, e.g. “X EURO per alert received”.

In all previous cases, Euro or Euros must be stated in full letters, and the spaces between words must be respected. Notwithstanding, when You advertise/communicate via SMS MT, You may replace:

- EURO or EUROS by EUR
- “par” (i.e. “per”) by “/”

You must also clearly mention:

- the price if the SMS/MMS MT offers the User a telematics Service available from a mobile phone
- the fact that WAP or HTTP connections will carry costs, if the Service requires such connections. This must be confirmed via SMS when the URL is delivered
- the price of any other service(s) (SMS, MMS, voice, internet...) communicated/advertised via SMS/MMS MT

3. Communicating the kinetics

You may not advertise/communicate that Your Service is instantaneous; SMS/MMS do not allow You to guarantee a “real time” Services.

You must mention:

- the frequency of the Services updates
- date and time (if required to supply the entire information to the User)

You must respect the following when communicating about Your Service:

Services which are not compatible with all mobiles devices:

When one of Your Services is not compatible with all mobile phones (brands/models) You must inform the Users of the list of compatible handsets, and how to consult this list. You may also communicate a list of mobiles which are not compatible with Your Service.

Services delivered through a link:

If the Service is delivered through a link You must:

- grant access to the complete list of the compatible mobile phones; this access cannot be premium charged
- ask Users to check with their operator if they have the required WAP or HTTP configuration, compatible with the Service

If You are communicating via SMS MT, You must use the information previously received from mobile operators¹⁶ in order to ensure that the User’s handset is compatible with the Service being delivered.

¹⁶ TAC ID (IMEI) is provided to you in SMS MO. You must send content that is compatible with the user’s handset, based on this information

Category 1 and 2 Services requiring registration or User-data collection

You must mention the amount of SMS required for the User to register to Your service or for you to collect the necessary User-data before actually providing the Service. E.g. “2 SMS pour l’inscription » (i.e. 2 SMS for the registration).

Category 4 Services requiring a subscription

You must clearly and explicitly specify:

- the fact that it is a subscription service. You will use the term “abonnement” (i.e. subscription) or derivatives (“abonne” i.e. subscribe, “abonné” i.e. subscribed, etc...). If Users can subscribe via SMS, You must clearly display this information on Your advertisement/communication next Your short code (wherever the short code is most visibly displayed). If Users can subscribe via any other method, You must clearly and explicitly state this information on your advertisement/communication. You may include the fact that the subscription is commitment-free (“sans engagements”)¹⁷.
- the sending frequency (for “Recurrent Services”¹⁸) or the event initiating the sending (for “Random Services”¹⁹)
- that the User can stop the subscription at any time by sending an SMS MO with the keyword STOP to Your short code

Category 1 download Services (wallpapers, pictures, music, ringtones, programs, videos, etc...)

When the main purpose of Your Service is the download, You must explicitly indicate to Users that You are offering a download Service.

Furthermore, ordering Your download must be done by sending a keyword via SMS/MMS MO.

You will namely state this information in SMS/MMS MT advertising.

4. User’s protection

In all promotional material, You must:

- not use degrading pictures of women/men’s bodies; pay particularly attention to the protection of minors
- in the context of Category 1 Services, only advertise/communicate adult short codes in advertising supports strictly reserved to adults

You must not advertise directly or indirectly:

- a Service which is not in accordance with the present “Communication Guidelines”, the “Deontology Recommendations” or the “Premium Services Design Guidelines”
- a product for which it is legally not allowed to communicate on, such as tobacco or alcohol
- any Service of access to real time information

Furthermore, expensive Premium Services cannot be advertised to young children and minors.

¹⁷ You may not offer Users a subscription with a minimum contractual period in France

¹⁸ You must communicate to the User a fixed number of Premium SMS MT per period (e.g. per week, per month, etc.)

¹⁹ Undefined number of MT-billing SMS per period (example: SMS breaking news)

5. SMS+ brands user's kit

You must respect the SMS+ brands user's kit, available on www.smsplus.org, in all visual communication concerning SMS+ brands. It explicitly explains how the SMS+ logo should be used on Internet, TV and print communication.

Annex 4: Premium Services Design Guidelines

*SMS+ Association, 8 July 2009*²⁰

In the context of Category 1 or 2 Services, You will send Premium SMS/MMS MT only in reply to an SMS/MMS MO.

In the context of Category 4 Services, You will send Premium SMS/MMS MT only to users having subscribed to your service.

1. Configuring specific keywords

1) STOP

Every time a User sends STOP to one of Your short code(s), you will:

- send an SMS MT informing the User that he/she will no longer receive SMS MT from the Service
- stop sending the User SMS MT, premium or non-premium, until the User sends another SMS/MMS MO to one of the short code(s) of Your Service, or if the User subscribes again to Your Category 4 Service

2) CONTACT

Every time a User sends CONTACT to one of Your short code(s), you will send an SMS MT to the User stating “édité par” (i.e. edited by) followed by Your company name, company registration number and address, followed by your end-user support contact details. You must state that this SMS is free to the User.

3) Forbidden keywords

You may not use the following keywords in the context of Your Service: STOP, CONTACT, OK, RENOUV, NON, NOK, OUI.

2. User subscription (Category 4 Services)

You will request mobile operators to subscribe a User only once per User-request. Similarly, You will:

- not request a subscription renewal unless the User confirms the subscription within the imparted delay
- not request a subscription for a User that did not explicitly manifest his/her will to subscribe

You may promote subscription/renewal via SMS MT once, if the User does not confirm the subscription after the first SMS MT request.

The SMS MT requesting the User to confirm the subscription must include the following information:

- the commercial name of the Service or the short code used

²⁰ Original document “ CHARTE DE CONCEPTION DES SERVICES SMS+ / MMS+” available on www.smsplus.org

- that the User must reply OK to confirm
- that it is a subscription Service (with the term “abonnement” or derivative: “abonné”, “abonne”, etc.)
- the price of the Service, following the “Communication Guidelines”

Any other information concerning the Service must appear after this information.

3. Price of SMS and MMS MT for the User

You will ensure the following SMS MT are free to the User:

- Replies to the following keywords: STOP, CONTACT
- MT with a content that does not have a direct connection to the purpose of the Service selected by the User (particularly SMS ads)
- SMS/MMS MT informing the User that he cannot access the Service (due to an error, incompatibility, Service disruption, etc.)
- SMS/MMS MT used to configure handsets

4. How to access the Service

You must frequently and explicitly keep Users informed of the way they may access Your Service, if it is not being delivered via Premium SMS MT. To this purpose, premium SMS MT must:

- contain the premium Service
- or explain a non-premium way to access the Service

You may not send WAP Push in SL (Service Load) mode, so as to always allow the User to intervene voluntarily before starting an Internet connection.

You must systematically indicate the Service’s Commercial Name or short code in the MT containing the URL link.

Once connected to Your link, the page being displayed must contain the following non-premium links:

- instructions for the delivery of the Service
- User client service contact details
- unsubscription instructions (for Category 4 Services)

To compensate possible connection disruptions, You will authorize several connection attempts during at least one hour.

5. Device compatibility

When Your Service is not compatible with all handsets, namely when delivering a link in an SMS/MMS MT (Wallpapers, pictures, ringtones, programs, videos) or when contained in an MMS, You will:

- use the information provided by the operator or by default request the User to indicate his/her handset model in (latest) a second SMS MO
- send a non-premium SMS MT to the User informing him/her that the ordered content is incompatible with the handset
- before sending premium MT to the User, ensure his/her handset is compatible, namely by sending a non-premium SMS/MMS MT containing a link – if no connection is established, You will not send premium MT to this User

If you offer a handset configuration Service You shall not make this Service Premium. Please note that for a large amount of handsets OTA configuration does not work.

6. SMS+/MMS+ interaction from a Program

Concerning Your Executable Content, which Users may download via a link received in an MT:

- 1) Reminder: Executable Content²¹ is defined as a program composed of instructions and data that may be handled by the mobile device. Programs may contain SMS+ interaction, i.e. one or several SMS+/MMS+ sent from the Program.
- 2) Limit : please refer to article 8 for the maximum number of SMS+ that may be sent from Your Program.
- 3) Information – User prior consent : Following the « Deontology Recommendations », a Program may not be sent or triggered without the User's prior consent.

The User must systematically validate the SMS+ interaction, and must clearly be informed of the associated price of this interaction following section 2 of the present "Design Guidelines".

For interactions requiring several SMS MO for one single action, You must inform the User before the first Exchange of the following:

- SMS+ short code number
- total number of SMS required to complete the interaction
- total price

7. Micro-subscriptions for themed information Services

If You offer a micro-subscription to a themed information Service, You must:

- deliver the Service with four SMS MT (minimum), within one month, no matter how many SMS were exchanged between You and the User
- clearly mention in all communication of the Service, the Service's delivery terms namely the minimum number of SMS MT and time-frame
- respect the maximum number of SMS to deliver the entire Service²²

8. Special terms

A. Special Terms for pallets²³ 7 and 8

- 1) Authorized Services

Are excluded from pallet 7:

- Peer-to-peer chat
- Games between subscribed Users
- Access to classified ads (precise and complete)
- Bilateral conversation. Nevertheless chat Services moderated by humans are allowed on this pallet
- All Services destined to youth

²¹ Referred to as "Program" in the remainder of the present document

²² See section 8(A)2

²³ The term « pallet » refers to the price-range, more specifically it specifies the minimum and maximum price per SMS

Only the following Services are allowed on pallet 8:

- Downloads (Wall-papers, Photos, Ringtones, Programs, Videos), i.e. Service allowing users to buy a Content when connected to WAP, to stock it on his/her device and to access it without a connection
- Services requiring one MMS MT containing enriched content i.e. that contain content other than text. If the User's handset is not compatible with MMS, You must send the User a non-premium SMS MT informing him that the handset is not compatible and that therefore he/she has no access to the Service
- Delivering an alphanumeric code via SMS, such as described in Article 5 of the Deontology Recommendations²⁴
- Micro-subscriptions to themed information:
 - o Sports, cinema, TV, music, arts, nightlife
 - o Astrology, clairvoyance²⁵, health, fashion
 - o Finance, stock markets, banking
 - o Transportation, travel
 - o News, weather
 - o Horse races' results/forecasts, lottery results

2) Maximum SMS to deliver the entire premium Service

You must respect the following maximum price per Service delivery:

Pallet	Maximum Service price authorized (VAT incl., excluding transport)	Maximum authorized price per Exchange (SMS, MMS) (VAT incl., excluding transport)
P8 (a)	4.50 €	4.50 €
P8 (b)	3.00 €	3.00 €
P7	-	0.50 €

- (a) Game/video downloads
(b) Other services

B. Special terms for pallets 4 to 8

Are forbidden on pallets 4 to 8 Services "For adults only", described as such by the "Recommendations of the rights on the internet concerning the Classification of multimedia mobile contents"²⁶ published on October 17th 2006.

²⁴ E.g. Web access codes

²⁵ In the sense "to predict a person's future"

²⁶ See following section of the present document. Original document available in French on <http://www.foruminternet.org/telechargement/documents/reco-CCMM-20061017.pdf>

Recommendations of the Rights on the Internet concerning the Classification of Multimedia Mobile Contents

Le Forum des Droits sur internet, October 17th 2006

Pages 18 to 19, Annexe 1 – Evaluation Table

	-12	-16	-18	Fully forbidden
Nudity – Sex	Full nudity Suggestive postures Nudity associated with suggestive postures	Provocative attitude Reducing humans to a sexual object Sexual acts or touch simulated or suggested	Sexual organs Sexual touch or masturbation Non-simulated sexual acts	Sexual violence Degrading positions or acts Submission Scatology Zoophilia
Physical violence, psychology	Violence Weapons Anguishing scenes	Violence towards humans/animals Blood or suicide Horror	Violence towards vulnerable human beings Blood and/or wounds in large amount or in detail Mutilation Slapping	Humiliation Sadism, torture Praise suicides
Language	Rude language	Obscene, crude, filthy language		

	-12	-16	-18	Fully forbidden
Potential danger – Behavior not approved by society	Deliberate destruction of objects Using dangerous objects or products	Money games operated by authorized structures Tobacco/alcohol consumption Positive representation of delinquent/criminal acts Drug consumption Acts that may possibly be imitated and cause big injury or death	Acts that may possibly imitated and cause big injury or death	Enticing drug consumption Discrimination: racial, sexual, ethnic, national, religious, ...

 The present document is non-contractual and non-binding: only the original documents in French are applicable. Mpulse is not entitled to provide legal advice; please consult your legal councilor for the translation of official documents and to ensure your service respects all relevant legal and regulatory requirements