Message & SMS

Service Overview

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Contents

1 Overview

Basic Concepts

Mode	Concept	Description
	Message & SMS	Enables you to send SMS messages to a single recipient or to recipients in batches. (You must be an enterprise user. Unincorporated entities or organizations such as individual businesses, individual proprietorship businesses, and partnership businesses are excluded.) You can develop code to call APIs or use the Group SMS Assistant to send SMS messages.
Pay-per-use billing upon SMS package runout (mode 1)	Pay-per-use billing upon SMS package runout (mode 1)	You are billed on a pay-per-use basis after your SMS package runs out. You can send international and Chinese mainland SMSs in this mode.
	International SMS	Enables you to send SMSs in English or other languages to phone numbers outside the Chinese mainland. In addition, you can send verification code and notification SMSs. For details, see **How to Use International SMS**.
	Chinese Mainland SMS	Enables you to send SMSs to Chinese mainland mobile numbers. In addition, you can send verification code and notification SMSs. For details, see **How to Use Chinese Mainland SMS**. Note: The Chinese mainland SMS service requires signatures, differentiates templates, and supports SMS replies from recipients. The Chinese mainland SMS service supports dedicated channels for the triple-play network of China Mobile, China Telecom, China Unicom, and China Broadnet (newly supported).
	Verification code SMS	Enables you to send verification codes, which are used for registration, login, transfer, and password retrieval. For details, see **Template and Variable Specifications**.

Mode	Concept	Description
	Notification SMS	Enables you to send notifications. For example, send SMS messages about express delivery notifications, consumption notification, and instant reminders. For details, see **Template and Variable Specifications**.
	SMS signature	SMS messages sent to phone numbers in the Chinese mainland must contain a signature, for example, Huawei Cloud. Apply for a signature in advance. The signature is reviewed based on specific rules. Once the signature is approved, you can send SMS messages with the signature. The signature identifies the enterprise, product, or service. Submit a letter of attorney and business license before applying for a signature. There are two types of signatures, verification code and notification signatures. You can apply for multiple signatures. For details, see **Chinese Mainland SMS Signature Rules**.
	SMS template	Apply for an SMS template with specific contents before sending SMS message with such contents. The SMS template is reviewed based on specific rules. Once the template is approved, you can send SMS messages with the template. Apply for several SMS templates in advance according to service requirements and reserve sufficient time for review. Templates can be reviewed only on workdays. An SMS template contains fixed texts and may contain variables. Verification code and notification SMS templates are available for Chinese mainland SMSs. For details, see **Template and Variable Specifications**.
	Group SMS Assistant	Enables you to send SMS messages in batches on the Message & SMS console without developing code. The Group SMS Assistant now supports only SMS templates that do not contain variables and does not support verification code SMSs.
	Service statistics	Allows you to view and export service statistics about international and Chinese mainland SMSs. For details, see **Viewing Statistics**.
	Sending details	Allows you to view sending details of international and Chinese mainland SMSs. For details, see **Viewing Sending Details**.
	Blocklist management	Allows you to check whether your mobile number is in the blocklist and apply for unblocking. Currently, this function is supported only by the Chinese Mainland SMS service. For details, see **Blocklist Management**.

Mode	Concept	Description
	Traffic threshold	Helps you manage SMS sending traffic to reduce losses caused by SMS bombing. You can set alarm values and limit values. If the number of SMSs you send reaches an alarm value, the platform will send an alarm SMS to you. If the number of SMSs you send reaches a limit value, the platform suspends SMS sending. Foe details, see **Settings**.
	Region settings	Allows you to set countries or regions to which international SMSs are sent. Then, SMSs will be sent only to countries or regions you select. Foe details, see **Settings**.
Suspension upon resource package runout (mode 2)	Suspension upon resource package runout (mode 2)	This is a new mode where the platform suspends SMS sending after your international SMS resource package runs out. You can only send international SMSs in this mode.
	International SMS	Enables you to send SMSs in English or other languages to phone numbers outside the Chinese mainland. In addition, you can send verification code and notification SMSs. For details, see **How to Use International SMS**.
	Verification code SMS	Enables you to send verification codes, which are used for registration, login, transfer, and password retrieval. For details, see **Template and Variable Specifications**.
	Notification SMS	Enables you to send notifications. For example, send SMS messages about express delivery notifications, consumption notification, and instant reminders. For details, see **Template and Variable Specifications**.
	SMS template	Apply for an SMS template with specific contents before sending SMS message with such contents. The SMS template is reviewed based on specific rules. Once the template is approved, you can send SMS messages with the template. Apply for several SMS templates in advance according to service requirements and reserve sufficient time for review. Templates can be reviewed only on workdays. An SMS template contains fixed texts and may contain variables. There are two types of templates, verification code and notification templates. For details, see **Template and Variable Specifications**.

Mode	Concept	Description
	Group SMS Assistant	Enables you to send SMS messages in batches on the Message & SMS console without developing code. The Group SMS Assistant now supports only SMS templates that do not contain variables and does not support verification code SMSs.
	Service statistics	Allows you to view and export international SMS statistics. For details, see **Viewing Statistics**.
	Sending details	Allows you to view sending details of international SMSs. For details, see **Viewing Sending Details**.
	Resource Package Management	Allows you to view remaining resource package quotas and set quota alarm notifications. For details, see **Resource Package Management**.
	Traffic threshold	Helps you manage SMS sending traffic to reduce losses caused by SMS bombing. You can set alarm values and limit values. If the number of SMSs you send reaches an alarm value, the platform will send an alarm SMS to you. If the number of SMSs you send reaches a limit value, the platform suspends SMS sending. Foe details, see **Settings**.
	Region settings	Allows you to set countries or regions to which international SMSs are sent. Then, SMSs will be sent only to countries or regions you select. Foe details, see **Settings**.

Product Specifications

The following tables list functions supported by International SMS and Chinese Mainland SMS services.

Category	Functions	International SMS (Mode 1)	Chinese Mainland SMS (Mode 1)	International SMS (Mode 2)
SMS	Application Scope	See **SMS Pricing**.	Chinese Mainland	See **SMS Pricing**.
	Receiving SMS reply	-	√	-
	Multimedia message (MMS)	-	-	-

Category	Functions	International SMS (Mode 1)	Chinese Mainland SMS (Mode 1)	International SMS (Mode 2)
SMS specifications	Maximum SMS length	An SMS template can contain up to 500 characters. For details, see **Rules**.		An SMS template can contain up to 500 characters. For details, see **Rules**.
	Phone numbers displayed on receivers' phones	The displayed phone numbers must comply with local carrier's strategies.	A random phone number starting with 106 is displayed.	The displayed phone numbers must comply with local carrier's strategies.
	Phone numbers for receiving SMS messages	All phone numbers	All phone numbers, excluding phones using IoT cards or NP phones Fixed-line phones with the SMS function	All phone numbers
	Language	English and other languages	Simplified Chinese (preferred)	English and other languages
Platform mechanism	Collecting statistics on sending SMS messages	-	-	-
	Controlling SMS message sending	√	√	√

Catego ry	Functions	International SMS (Mode 1)	Chinese Mainland SMS (Mode 1)	International SMS (Mode 2)
	Default frequency of sending SMS messages	-	Up to fifteen SMS messages can be sent to the same phone number every one minute, and a total of 50 SMS messages can be sent to the same phone number within 24 hours. Two same SMS messages can be sent to the same phone number within 59 seconds, and five same SMS messages can be sent to the same phone number within 59 minutes. For details, see **Limitations on SMS Sending Frequency**.	-
	Checking whether the signature and template types are consistent	-	√	-

Catego ry	Functions	International SMS (Mode 1)	Chinese Mainland SMS (Mode 1)	International SMS (Mode 2)
	Resending an SMS message upon a sending failure	-	-	-
	Protocol supported by APIs	HTTPS		HTTPS
	SMS success rate	None	99%	None

2 Mode 1: Pay-per-Use Billing upon SMS Package Runout

2.1 Infographics

2.2 Signature and Template Rules

2.2.1 Infographics

2.2.2 Chinese Mainland SMS Signature Rules

Apply for a signature only when using the Chinese mainland SMS service. The signature must be enclosed in square brackets, for example, [Huawei Cloud].

Apply for one or more SMS signatures in advance according to service requirements and reserve sufficient time for review. Signatures can be reviewed only on workdays.

Read the following specifications and make sure that your signatures comply with the specifications:

Content Specifications

Content	- You are advised to use the full name or abbreviation of your company, website, product, or application of your company as a signature. - The signature cannot contain information involving pornography, gambling, drugs, or other contents that violate laws and regulations.
Length	The signature name must contain 2 to 16 characters (only Chinese characters, digits, and letters are allowed). Signatures containing only digits are not allowed. Each Chinese character, digit, or letter is counted as one character.
Format	- A signature is case-sensitive. For example, ABC001 and abc001 are different signatures. - Enter the signature name when applying for a signature. The system automatically encloses the signature name with square brackets.

Review Rules

- SMS signatures must be archived by the carrier. Provide the original business license or a copy of the business license with the company seal. The letter of attorney is not required if the third-party rights & interests are not involved. If the third party's rights may be violated, the third party's authorization must be obtained. For details, see **Third-Party Rights & Interests**.

- The application materials to be provided vary according to the signature contents. For details, see **Signature Application Materials**.

Third-Party Rights & Interests

Concept

- If Company A applies for a signature and the owner of the signature is A, the third party's rights and interests are not involved.

- If Company A applies for a signature for Company B, and the owner of the signature is B, the third party's rights and interests are involved. Company B must give a letter of attorney to Company A.

Advantages

The concept of third-party rights & interests is introduced to simplify the signature application process. If third-party rights & interests are not involved, you can directly apply for a signature; you only need to upload the business license of the enterprise or public institution. If third-party rights & interests are involved, you need to upload the letter of attorney and business license of the enterprise or public institution.

Example

If Company A applies for a signature for itself due to business requirements, the signature belongs to A. In this case, the original or copy of A's business license (with the company seal) must be uploaded as application materials.

If Company A applies for a signature for Company B, the signature belongs to B. In this case, the original or copy of B's business license (with the company seal) and the letter of attorney provided by B to A must be uploaded as application materials.

Huawei Cloud Account (Enterprise Real-name Authentication Entity)	Signature Owner	Signature Application Materials (Business License)	Signature Application Materials (Letter of Attorney)
Company A	Company A	Original or copy of A's business license (with the company seal)	Not required
Company A	Company B	Original or copy of B's business license (with the company seal)	Letter of attorney provided by B to A

Power of attorney

● Authorized party: name of the enterprise registered on Huawei Cloud.

● Authorizing party: name of the enterprise that sends SMSs.

● Validity period: actual period of using the signature.

● Seal: seal of the entity that sends SMSs.

● Signature of the legal representative or authorized representative: clear handwritten signature of the legal representative of the authorizing party.

See **How Do I Upload a Power of Attorney of the Third Party?** to download the power of attorney template.

Figure 2-1 Power of attorney template

Power of Attorney

I hereby authorize [authorized party] to represent [authorizing party] to negotiate with Huawei Cloud

Computing Technologies Co., Ltd. (hereinafter referred to as "Huawei Cloud") the use of the Message

& SMS service provided by Huawei Cloud. The SMS signature is [signature]. Any operational or legal

risks arising from this authorization shall be borne by [authorizing party].

This power of attorney cannot be transferred to a third party.

This power of attorney is valid from [MM DD, yyyy] to [MM DD, yyyy].

Authorizing party [seal]:

Legal representative or authorized representative [signature]:

Date: [MM DD, yyyy]

Signature Application Materials

Business licenses and letters of attorney to be uploaded must in
the **.jpg**, **.png**, **.gif**, or **.jpeg** format with the size no greater than 2 MB. The image
name cannot contain spaces. Otherwise, the file upload fails.

Signature Content	Application Requirements

Full name or abbreviation of an enterprise or public institution	• One of following certificates of the enterprise or public institution to which the signature belongs must be uploaded:
	  – Three-in-one certificate
	  – Five-in-one certificate
	  – Business license
	  – Public institution legal person certificate
	  – Social organization legal person registration certificate
	  – Organization code certificate
	  – Administrative law enforcement subject certificate
	  – Unified social credit code certificate
	Note: Select a certificate based on the site requirements.
	• If third-party rights and interests are involved, upload the power of attorney.

Full name or abbreviation of a website archived by MIIT	• One of following certificates of the enterprise or public institution to which the signature belongs must be uploaded:
	  – Three-in-one certificate
	  – Five-in-one certificate
	  – Business license
	  – Public institution legal person certificate
	  – Social organization legal person registration certificate
	  – Organization code certificate
	  – Administrative law enforcement subject certificate
	  – Unified social credit code certificate
	Note: Select a certificate based on the site requirements.
	• If third-party rights and interests are involved, upload the power of attorney.
	• Enter the domain name of the website licensed by the Ministry of Industry and Information Technology (MIIT), for example, **huawei.com**.
	Query entry: **http://beian.miit.gov.cn/**

Signature Content	Application Requirements
Full name or abbreviation of an application	- One of following certificates of the enterprise or public institution to which the signature belongs must be uploaded: – Three-in-one certificate – Five-in-one certificate – Business license – Public institution legal person certificate – Social organization legal person registration certificate – Organization code certificate – Administrative law enforcement subject certificate – Unified social credit code certificate Note: Select a certificate based on the site requirements. - If third-party rights and interests are involved, upload the power of attorney. - Enter the application download URL that contains the developer information.
Full name or abbreviation of an applet or official account	- One of following certificates of the enterprise or public institution to which the signature belongs must be uploaded: – Three-in-one certificate – Five-in-one certificate – Business license – Public institution legal person certificate – Social organization legal person registration certificate – Organization code certificate – Administrative law enforcement subject certificate – Unified social credit code certificate Note: Select a certificate based on the site requirements. - If third-party rights and interests are involved, upload the power of attorney. - Enter the full name or abbreviation of the WeChat official account or applet. Ensure that the official account or application is online and can be found on WeChat. To check whether the signature of an official account or applet is consistent with the account entity, open WeChat, search for an official account or applet, and click the icon in the upper right corner to view details.

Signature Content	Application Requirements

Full name or abbreviation of a shop on an e-commerce platform	• One of following certificates of the enterprise or public institution to which the signature belongs must be uploaded:
	  – Three-in-one certificate
	  – Five-in-one certificate
	  – Business license
	  – Public institution legal person certificate
	  – Social organization legal person registration certificate
	  – Organization code certificate
	  – Administrative law enforcement subject certificate
	  – Unified social credit code certificate
	  Note: Select a certificate based on the site requirements.
	• If third-party rights and interests are involved, upload the power of attorney.
	• Enter the link to the shop on the e-commerce platform.
	To check whether the signature of a shop on an e-commerce platform is consistent with the account entity, open the e-commerce platform, search for the shop, click the shop name in the upper left corner, and check the authenticity of the business license.

Full name or abbreviation of a brand	• One of following certificates of the enterprise or public institution to which the signature belongs must be uploaded:
	  – Three-in-one certificate
	  – Five-in-one certificate
	  – Business license
	  – Public institution legal person certificate
	  – Social organization legal person registration certificate
	  – Organization code certificate
	  – Administrative law enforcement subject certificate
	  – Unified social credit code certificate
	  Note: Select a certificate based on the site requirements.
	• If third-party rights and interests are involved, upload the power of attorney.
	To check whether the signature applicant is consistent with account entity, access the homepage of **Trademark Office of National Intellectual Property Administration, PRC**.

Signature Review Description

Level-1 Issue	Level-2 Issue	Handling Suggestion
Materials or sources are incorrect.	The entity that submits materials is inconsistent with that of the official account, applet, or app.	1. Check whether the signature is incorrect (incorrect spelling or homophone). 2. Check whether incorrect materials are submitted. For example, business license A is required, but you incorrectly upload business license B.
	No related applet or official account is found.	1. Check whether the signature is incorrect (incorrect spelling or homophone). 2. Check whether the applet or official account is online.
	The signature is inconsistent with the enterprise name.	1. The signature is not the full name or abbreviation of an enterprise, but the product name of the enterprise. You can enter the link to the official product introduction in the **Description** text box. 2. If the signature is a company trademark or app, select a proper signature source.
	When **Full name or abbreviation of an application** is selected for **Signature Format**, the link for downloading the application is not provided.	Enter the application download URL that contains the developer information.
	No trademark is found.	1. Check whether the signature is incorrect (incorrect spelling or homophone). 2. Check the trademark information on the Trademark Office of National Intellectual Property Administration website.
	Pictures cannot be displayed.	The picture file may be damaged during the upload. Ensure that the file format is correct and upload the file again.

Level-1 Issue	Level-2 Issue	Handling Suggestion
	When **Full name or abbreviation of a shop on an e-commerce platform** is selected for **Signature Format**, the e-commerce platform to which the signature belongs is not provided.	1. Enter the shop link of the e-commerce platform in the **e-Shop URL** text box. 2. For a self-built shop, enter the shop link for verification.
	A third party is involved, and the uploaded business license is of the applicant.	If a signature involves third-party rights and interests, provide the business license of the party to which the signature belongs.
The service type is not supported.	Promotion and notification signatures are not supported.	Some industries do not support all types of SMSs. For details, see **Template and Variable Specifications**.
The format is incorrect.	The signature name must contain 2 to 16 characters, including Chinese characters, digits and letters. The name cannot contain only digits.	Send Chinese signatures to Chinese mainland numbers. If the signature is a company name, provide the official website link of the company for verification.
	Non-informative signatures cannot be used to identify the products and apps of enterprises and institutions.	Prepare signatures based on the selected signature format. If there are many products with similar names, use their full names.

2.2.3 Template and Variable Specifications

A template consists of fixed text and variables or only fixed text. You can edit template content based on your service requirements and can only send SMSs

with approved templates. The variables change according to SMS message contents.

Apply for several SMS templates in advance according to service requirements and reserve sufficient time for review. Templates can be reviewed only on workdays.

Read the following specifications and mak sure that your SMS message templates comply with the common specifications and special specifications of each template type.

Common Specifications

Template Specifications

Format	Each template contains no more than 500 characters.
	● A template cannot contain square brackets. Templates with square brackets may be confused with signatures, causing SMS message sending failures.
	● Special characters (such as ¥★^_^&√※) are not supported. Such special characters may cause garbled characters in SMS messages.

Content	Fixed texts in a template must be able to denote the meaning and application scenario of the SMS message. Use as many fixed texts as possible.
	● Unauthorized invitations are not allowed to send, including sign-up, membership, and event invitations.
	● Real estate, game, and education enterprises can use only the verification code SMSs.
	● Do not send SMSs that contain the following information: stocks, immigration, finance, job interviews, gambling, ballgame betting, lottery, rebates, loans, payment reminders, investments, prizes, one-dollar flash sales, counterfeit goods, medical care, cosmetic surgery, beauty care, clubs, bars, porn, drugs, foot spa, threats, fur, exam assistance, trademark registration, group invitation, QQ invitation, WeChat invitation, selling of personal data, app download links, rebates for positive comments, promotional SMS channels, user attraction, user retention, operator-related content (value-added services, customer service center, China Mobile, China Unicom, China Telecom, China Broadnet, Tencent king cards, group SMS messages, and 4G\5G), essay writing services, board and card games, online games, lawsuits, summons, credit blacklists, governments, party, right safeguarding, crude oil futures, precious metals, private equity, comment modification, studying abroad, international investments, bills of exchange, business and commerce agents, invoice issuance, partner recruiting, registration invitation, driver license annual review, software selling, selling of mobile phones or knockoff devices, delivery confirmation, contraband, virtual currencies, stamps, debt collection, religions, superstitions, COD e-commerce, friend-making, dating, POS machines, bonus point redemption, weddings and funerals, laws, finance, taxes, certification agency, patents, franchised stores, exhibitions, mediation, installment, bonus point clearing, click farming, customer service account, Taobao link copying, zero-dollar shopping, company registration, intellectual property rights, provident/social security fund filing agents, healthcare, elderly care, digital collections, questionnaires, training and lectures, insurance, livestreaming, tobacco, wine, tea, part-time jobs, real estate trading, decoration and building materials, and other illegal content.

Note:

● A template does not contain an SMS signature. The system automatically adds an applied signature when sending an SMS message.

● The Group SMS Assistant supports only templates that do not contain variables.

Variable Specifications

Each template can contain a maximum of 20 variables. Continuous variables or full-variable templates are not supported. (If characters not containing spaces exist between variables, the variables are discontinuous.)

Note: If you need to extend the variable length, describe your service scenario with examples and reasons for variable extension and specify the variable to be extended and desired length when applying for an SMS template.

The system supports variables listed in the following table. You can choose a proper variable format and length.

Variable Format	Type	Example Value	Description
${TXT_Digit}	Character	${TXT_20}	**Digit** indicates the maximum length. The value can be 1 to 20. Each non-English character is counted as two bytes. Each English letter, digit, or punctuation mark is counted as one byte. Set this parameter based on the site requirements. Do not set this parameter to a large value. **NOTICE** ● The variable value cannot contain braces ({ }). Otherwise, template variables may fail to be parsed. ● The variable value cannot contain single quotation marks ('). Otherwise, the template variable verification fails.
${NUM_Digit}	Digit	${NUM_6}	**Digit** indicates the maximum length. The value can be 1 to 20. One digit is counted as one character. When sending an SMS message, enter a number ranging from 0 to 9. The number cannot contain other characters, such as hyphens (-). Set this parameter based on the site requirements. Do not set this parameter to a large value.
${DATE}	Date	${DATE}	The date in an SMS message is in **yyyy/MM/dd** format, for example, **2017/07/16**, **2017/7/16**, or **2017/7/1**.
${TIME}	Time	${TIME}	The system supports the following time formats: ● HH:mm, for example, 14:30 ● HH:mm:ss, for example, 14:30:30

Specifications for Each Template Type

In addition to the common specifications, each template type has the following specifications:

Category	Variable Specifications	Content Specifications
Verification code template	• Only one variable is supported for entering the digital verification code. • The maximum length of the verification code variable must be less than or equal to 8 digits.	• A Chinese Mainland SMS must contain a verification code, registration code, or dynamic code.
Notification template	The link and contact information cannot be sent using variables. Enter the link and contact information using fixed texts in the template.	• Marketing promotional information is not allowed.

Note:

● The template specifications may be adjusted in real time based on the carrier's rules. The final template review result prevails.

● If your violation causes bad influence, serious measures will be taken and your account will be blocked. Strictly comply with the specifications to enhance service security.

Template Review Description

The common issues of all template types are as follows:

Type	Level-1 Issue	Level-2 Issue	Handling Suggestion	Invalid Template Example	Valid Template Example
The application is incorrect.	The signature is incorrect.	**Huawei Cloud SMS test** and the general signature are selected.	1. When applying for an SMS template, select the SMS signature that you have applied for. 2. Select the general signature when more than two signatures of the same type need to use the same template.	-	For more examples, see **Sample Template**.
		The SMS template attribute is inconsistent with the SMS signature attribute.	Keep the SMS template attribute consistent with the SMS signature attribute. (For example, the signature of company A cannot be used to apply for the SMS template of company B's services.)	-	For more examples, see **Sample Template**.

Type	Level-1 Issue	Level-2 Issue	Handling Suggestion	Invalid Template Example	Valid Template Example
	The SMS type is incorrect.	The verification code type is mistakenly selected for notification SMSs.	Select a proper SMS type based on the SMS content.	-	For more examples, see **Sample Template**.
The format is incorrect.	Variables are incorrect.	The number of variables is incorrect.	Consecutive variables are not supported. The total number of variables cannot exceed 20.	Reminder: The meeting at ${DATE} ${TIME}${TIME}${NUM_6}${TXT_20} is about to start. Join the conference on time.	Reminder: The conference at ${DATE} - ${TIME} is about to start. Join the conference on time.

Type	Level-1 Issue	Level-2 Issue	Handling Suggestion	Invalid Template Example	Valid Template Example
		The variable value is incorrect.	1. The values of **${TXT_*Digit*}** and **${NUM_*Digit*}** both range from 1 to 20. Set these parameters based on site requirements. 2. The verification code uses **${NUM_*Digit*}** as a variable. The value contains a maximum of six digits.	Your verification code is ${NUM_7}. It is valid for 5 minutes. Do not provide this verification code to anyone.	Your verification code is ${NUM_6}. It is valid for 5 minutes. Do not provide this verification code to anyone.

Type	Level-1 Issue	Level-2 Issue	Handling Suggestion	Invalid Template Example	Valid Template Example
		The variable format is incorrect.	The following variable formats are supported by templates: • **${TXT_*Digit*}**: characters (text), in bytes. The value ranges from 1 to 20. • **${NUM_*Digit*}**: digits, in bytes. The value ranges from 1 to 20. • **${DATE}**: date, in the format of yyyy/MM /dd. • **${TIME}**: time, in the format of HH:mm or HH:mm:s s.	Your verification code is ${1}. It is valid for 5 minutes. Do not provide it to anyone.	Your verification code is ${NUM_6}. It is valid for 5 minutes. Do not provide it to anyone.

Type	Level-1 Issue	Level-2 Issue	Handling Suggestion	Invalid Template Example	Valid Template Example
	The signature is duplicate.	The SMS signature is incorrectly added to the template content.	The system automatically adds the signature when sending an SMS. Delete the signature from the template content.	[Signature] Your verification code is ${NUM_6}. It is valid for 5 minutes. Do not provide it to anyone.	Your verification code is ${NUM_6}. It is valid for 5 minutes. Do not provide it to anyone.
The SMS content is incorrect.	The SMS content contains forbidden symbols.	Special characters (such as ★, ^_^, &, √, and ※) are not supported.	1. Delete the symbols that cannot be sent. 2. If the SMS template contains the symbol [], the SMS may fail to be sent. Delete the symbol.	Reminder: The conference at ${DATE} & ${TIME} is about to start. Join the conference on time.	Reminder: The conference at ${DATE} - ${TIME} is about to start. Join the conference on time.
	The variable is incorrectly used.	**${DATE}${TIME}** is not used for time, and **${NUM_*Digit*}** is not used for numbers.	Select variables based on the actual SMS content. Do not randomly use TXT variables.	Reminder: The conference at ${NUM_6} & ${TXT_5} is about to start. Join the conference on time.	Reminder: The conference at ${DATE} - ${TIME} is about to start. Join the conference on time.

Type	Level-1 Issue	Level-2 Issue	Handling Suggestion	Invalid Template Example	Valid Template Example
	The SMS content is not clear.	A full variable template contains few fixed texts and many variables. Variable values are too large. Service scenarios cannot be identified.	The full variable template is not supported. You can set variables as required and use as much fixed text as possible so that the meaning and application scenario of the SMS can be understood.	${DATE} ${TIME} - ${TIME} of ${TXT_12}	Reminder: The conference at {DATE}- ${TIME} is about to start. Join the conference on time.
	The template lacks mandatory keywords.	The verification code SMS template must contain any of the verification code, registration code, and dynamic code.	Add a keyword. The verification code SMS template must contain any of the verification code, registration code, and dynamic code.	${NUM_6} is valid within 5 minutes. Do not provide it to anyone.	Your verification code is ${NUM_6}. It is valid for 5 minutes. Do not provide it to anyone.

The following table lists the special issues of different types of templates:

Type	Level-1 Issue	Level-2 Issue	Handling Suggestion	Invalid Template Example	Valid Template Example
Verification code	The template contains forbidden content.	The verification code template contains marketing content.	Delete the content that is not related to verification code.	Your verification code is ${NUM_6}. It is valid for 5 minutes. Log in to collect your coupons!	Your verification code is ${NUM_6}. It is valid for 5 minutes. Do not provide this verification code to anyone.
	The template contains other variables.	There are other long variables besides the verification code.	Do not set other content in an SMS as variables. If verification codes are of multiple types, such as registration and password change, you can apply for different templates separately.	Your verification code is ${NUM_6}. It is valid for 5 minutes and is used only for ${TXT_20}.	Your verification code is ${NUM_6}. It is valid for 5 minutes. Do not provide this verification code to anyone.
Notification	Recruitment and interview notifications are not supported.	-	Do not send recruitment and interview notifications.	Dear XX, this is a reminder for the first round of interview from ${DATE} to ${TXT_20}. Please prepare related documents.	For more examples, see **Sample Template**.

Type	Level-1 Issue	Level-2 Issue	Handling Suggestion	Invalid Template Example	Valid Template Example
	Notifications on games, finance, real estate, and education are not supported.	-	Do not send game, real estate, and financial notifications.	Log in to the XX game to collect rewards.	For more examples, see **Sample Template**.
	Dunning notifications are not supported.	-	Do not send dunning and payment notifications.	Amount due: CNY$ {NUM_6}. Due date: 8th of this month.	For more examples, see **Sample Template**.
	Notifications contain marketing information.	The first part of the SMS is the notification, and the second part is marketing information.	Do not include marketing information in notification SMSs. You can modify the template content based on the review comments returned by the platform.	You have booked $ {NUM_6} tickets. Ticket password: $ {NUM_6}. Please arrive in advance. Follow the XX official account to obtain more travel information.	You have booked $ {NUM_6} tickets. Ticket password: $ {NUM_6}. Please arrive in advance.

Type	Level-1 Issue	Level-2 Issue	Handling Suggestion	Invalid Template Example	Valid Template Example
	SMSs contain other content forbidden by rules.	Notification SMSs contain the content (such as coupons) forbidden by template specifications.	1. Create a template by following **Template and Variable Specifications**. 2. Delete the forbidden content according to the review comments returned by the platform when the template application is rejected.	Follow ${NUM_10} to collect the coupon for the XX product.	For more examples, see **Sample Template**.

2.2.4 Sample Template

You need to edit the message body and apply for SMS templates before sending SMSs. The following tables list examples of SMS templates for verification code and notification SMSs.

Verification Code SMSs

Scenario	Template Example
Login/ Verificatio n	Your dynamic code is ${NUM_6}. It is valid for 5 minutes. Do not provide it to anyone.
	Your verification code is ${NUM_6}. You are using the service platform. Do not provide this verification code to anyone.
	Your verification code is ${NUM_6}. It is valid for 5 minutes. Do not provide this verification code to anyone.

Scenario	Template Example
	Your verification code is ${NUM_6}. Finish the verification as soon as possible. Have a nice day!
Registration	Your registration code for membership is ${NUM_6}. Thank you!
Changing the password	Your verification code is ${NUM_6}. If you did not perform this operation, ignore this SMS.
Modifying the mobile number	You are modifying the registered phone number. The verification code is ${NUM_6} (valid for 5 minutes). To ensure account security, do not provide this verification code to anyone.
Retrieving the password	You are retrieving your password. The verification code is ${NUM_6} (valid for 10 minutes). Do not provide this verification code to anyone.
Login	Verification code: ${NUM_6}. You are logging in to the service platform. Do not provide this verification code to anyone.
Modifying account information	Verification code: ${NUM_6}. You are changing important information. Keep your account secure.

Notification SMSs

Scenario	Template Example
Conference	Reminder: The conference at ${DATE} ${TIME} - ${TIME} is about to start. Join the conference on time.
Purchasing	Dear customer, you spent USD ${TXT_10} at ${DATE} ${TIME} and the current account balance is USD ${TXT_10}.
Application	Your application was approved at ${DATE} ${TIME}. You can check it on the platform.
Registration	Your user name is ${TXT_10} and password is ${TXT_10}. Change the initial password after the initial login.
	Welcome! Use the registered phone number and initial password (${TXT_10}) to log in.
Changing the password	Dear user, your password has been reset to ${TXT_10}. Change the password.
Express delivery	Your order ${NUM_20} has been packed and sent. The express ticket is ${NUM_20}.

Scenario	Template Example
	Your express ${NUM_20} will be delivered.
Tickets	You have booked ${NUM_3} tickets. Ticket password: ${NUM_20}. Please arrive in advance.
Reservation	You have successfully reserved ${DATE} ${TIME} -$ {TIME}. The reservation number is ${NUM_20}. Please arrive in advance.
Queuing	Your queuing No. is ${NUM_20}. ${NUM_3} more persons are waiting. Please wait.
Post-sales consultation	Have arranged after-sales personnel to contact you. Please keep your phone reachable. Thank you!
Comments	Dear user, text a number to evaluate our service: 1: Satisfied; 2: Average; 3: Poor.
Redemption code	Your redemption application has been approved. The redemption code is ${NUM_20}. Do not provide it to anyone.

2.3 Sending Rules and Restrictions

2.3.1 SMS Length Calculation

Rules

⚠ CAUTION

- Each template can contain a maximum of 500 characters, including the message content and SMS signature.
- When an SMS message longer than the allowed length is sent, the customer receives one SMS message. The Message & SMS platform automatically splits this SMS message into multiple shorter SMS messages based on preset rules for service statistics collection and charging.

SMS Type	Character Counting Rule	Remarks
International SMSs (sent to mobile numbers outside the Chinese mainland)	**SMSs in English:** • **GSM-7 characters** are used for counting. • If an SMS contains 160 characters or less, it is counted as one SMS. If an SMS contains more than 160 characters, every 153 characters are counted as one SMS. **SMSs in other languages:** • Each **Unicode character**, such as a letter, digit, punctuation (full-width and half-width), and space, is counted as one character. • If an SMS contains 70 characters or less, it is counted as one SMS. If an SMS contains more than 70 characters, every 67 characters are counted as one SMS.	• If an SMS contains 158 English characters, it is counted as one SMS. If an SMS contains 164 (153 + 11) characters, it is counted as two SMSs. If an SMS contains 320 (153 + 153 + 14) characters, it is counted as three SMSs. • For example, if an SMS template contains variable ${NUM_8}$ set to 123456, that variable is counted as six characters.
Chinese Mainland SMSs (sent to phone numbers in the Chinese mainland)	• Each **Unicode character**, such as a Chinese character, letter, digit, punctuation (full-width and half-width), and space, is counted as one character. • Length of an SMS = number of characters in the SMS template + number of characters in the signature. • If an SMS contains 70 characters or less, it is counted as one SMS. If an SMS contains more than 70 characters, every 67 characters are counted as one SMS.	• Each letter and digit in a signature is counted as a character. For example, [HUAWEI] is counted as eight characters. • For example, if an SMS template contains variable ${NUM_8}$ set to 123456, that variable is counted as six characters.

Table 2-1 GSM-7 characters

Category	Counting Rule	Specific Characters
Standard characters	Each is counted as one character.	! " # $ % ' ( ) * + , - . / : ; < = > ? @ _ ¡ £ ¥ § ¿ & ¤ 0 1 2 3 4 5 6 7 8 9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z Ä Å Æ Ç É Ñ Ø ø Ü ß Ö à ä å æ è é ì ñ ò ö ù ü Δ Φ Γ Λ Ω Π Ψ Σ Θ Ξ
Extension characters	Each is counted as two characters.	| ^ € { } [ ] ~ \

2.3.2 Limitations on SMS Sending Frequency

When a user attempts to log in to an application or website or attempt to send SMS messages to retrieve a password, the user may frequently request for a verification code. To prevent the sending of excessive SMS messages to the same phone number within a short period of time, Huawei Cloud throttles requests for sending SMSs to the Chinese mainland as follows. (Currently, international SMS sending requests are not throttled.) The limitations vary according to the carrier.

Item	Maximum Frequency	Description
Maximum number of SMSs sent to the same mobile number	15 times/minute	A maximum of 15 SMSs can be sent to the same mobile number within one minute. Excessive SMSs sent to the mobile number are restricted.
	50 times/24 hours	A maximum of 50 SMSs can be sent to the same mobile number within 24 hours. Excessive SMSs sent to the mobile number are restricted.
Maximum number of times the same SMS can be sent to the same mobile number	2 times/59 seconds	The same SMS can be sent to the same mobile number for a maximum of two times within 59 seconds. Excessive SMSs sent to the mobile number are restricted.
	5 times/59 minutes	The same SMS can be sent to the same mobile number for a maximum of five times within 59 minutes. Excessive SMSs sent to the mobile number are restricted.

2.3.3 SMS Bombing Prevention

Definition	Guide
SMS bombing is the act of using malicious programs or tools to send a large number of unwanted SMS messages to one or more mobile numbers within a short period of time, thereby harassing users.	● Use the traffic threshold management function of Message & SMS. When the total number of SMSs sent exceeds the threshold you set, the platform automatically suspends SMS sending to reduce losses caused by SMS bombing. ● The system sets default alarm values and limit values. Change the values based on your service requirements. For details, see **Settings**.
SMS bombing often involves verification code SMSs. Verification code requests are submitted repeatedly for one or more numbers in batches using malicious programs or tools.	Use CAPTCHA codes to prevent SMS bombing.

2.3.4 SMS Barring

SMS content must be reviewed to ensure that the content does not violate any national laws or regulations.

If any violations are found, there may be messages indicating there was a violation, or penalties including, warnings, freezing of prepaid balances, and account suspension.

Definition of Violations

- Violation rating: minor
  - A Chinese Mainland SMS does not contain a signature or the signature is different from the registered signature.
  - Non real-time SMSs are sent outside the hours of 08:00 and 21:00, and more than 100 SMSs are sent.
- Violation rating: major
  - No unsubscription method is not provided for membership SMSs.
  - Industry SMSs are sent to users without their consent.
  - The delivered SMS message content is inconsistent with the registered content or the link in the delivered SMS is inconsistent with the registered one
  - The industry channel is used to send promotion SMS content (including the industry SMS or verification code plus marketing promotion content).
  - A large number of minor violations occur at the same time, or three consecutive minor violations occur.

- Violation rating: critical
  - A user has unsubscribed from a service, but SMSs are still sent to this user.
  - A large number of major violations occur at the same time, or three consecutive major violations occur.
  - Junk SMSs are sent.
  - Users make complaints and the complaints are valid.

Penalty Rules

Violation	Severity	Solution
There are service violations but no complaints.	Minor	Remind the personnel to rectify the problem in time.
The industry channel was used to send promotional SMSs.	Major	Suspend the subaccount and rectify the service. The subaccount can be enabled only after the service is approved.
The monthly complaint rate reaches 0.25/1,000,000.	Major	Warn and freeze some prepayment of the corresponding service port as a deposit. If no new complaints are registered, the deposit will be released the following month.
The monthly complaint rate reaches 0.4/1,000,000.	Critical	Suspend the subaccount and rectify the service. The subaccount can be enabled only after the service is approved.
One complaint is sent to the Ministry of Industry and Information Technology.	Major	If a complaint about promotional SMSs is sent to the 12321 center of the Ministry of Industry and Information Technology, the channel must be closed.

2.3.5 International SMS Sending Rules

Registration Rules in Some Countries/Regions

Country/Region	Registration Rule
Vietnam	Contact your account manager to register a brand or company sender ID before using Message & SMS. You can create SMS applications and templates and send SMSs after registration.

Country/Region	Registration Rule
United States	Contact your account manager to register for dedicated sender IDs before using Message & SMS. You can create SMS applications and templates and send SMSs after registration.
Canada	Contact your account manager to register for dedicated sender IDs before using Message & SMS. You can create SMS applications and templates and send SMSs after registration.
Malaysia	URLs or phone numbers are not allowed in the content. An SMS must contain a brand or company name. Add it when you **create an SMS template**.
Saudi Arabia	If you need to carry a URL in SMSs, contact your account manager for registration. You can send SMSs after registration.
United Arab Emirates	If you need to carry a URL in SMSs, contact your account manager for registration. You can send SMSs after registration.
Taiwan, China	Contact your account manager to register the SMS content in advance. SMSs can be sent only after the registration is complete.
Singapore	Before using Message & SMS, go to the Singapore SMS Sender ID Registry (SSIR) to register sender IDs for your brand or company. For details, see the description on the **official website**.

Mobile Number Rules

To increase the SMS sending success rate, set target mobile numbers in the Chinese mainland or countries or regions outside the Chinese mainland according to the following rules:

Country or Region	Country/ Region Name Code	Country/ Region Code	Digits of a Mobile Number	Mobile Number Segment	Remarks
Afghanistan	AF	93	9	70, 75, and 77–79	N/A
Albania	AL	355	9	67- 69	N/A
Algeria	DZ	213	9	5, 6, 7, and 9	N/A

American Samoa	AS	1684	7	252, 254, 256, and 733	N/A
Andorra	AD	376	9	3, 4, and 6	N/A
Angola	AO	244	9	91, 92, and 93	Fixed line numbers start with 2.
Anguilla	AI	1264	7	53, 58, and 7	N/A
Antigua and Barbuda	AG	1268	7	464 and 7	N/A
Argentina	AR	54	10	9/15	A subscriber number consists of a country/region code and subscriber number.
Armenia	AM	374	8	41, 43, 44, 55, 77, 91, 93–94, and 97–99	N/A
Aruba	AW	297	7	56, 592–594, 597, 598, 660, 661, 622, 630, 640, 641, 690, 73, 74, and 995–998	Numbers for voice over a network start with 28 or 501.
Australia	AU	61	9	4	Fixed line numbers start with 2, 3, 7, or 8.
Austria	AT	43	10	650, 660, 664, 676, and 680	
			11	667, 681, 688, and 699	N/A
Azerbaijan	AZ	994	9	41, 50, 51, 55, 70, 77, and 99	Fixed line numbers start with 1, 2, or 3.
Bahamas	BS	1242	7	35, 45, and 55	N/A
Bahrain	BH	973	8	31, 33, 36, 39, 322, 340, 341, 343–345, 353, 355, 377, 383, 384, 388, 663, 666, and 669	Generic numbers start with 6 or 7. Fixed line numbers start with 1.

Banglades h	BD	880	8	13, 140, 15, 16, 17, 18, and 19	N/A
Barbados	BB	1246	7	230–255, 256–269, 280–289, 450–459, 820–859, and 883	N/A
Belarus	BY	375	9	25, 33, 44, and 291–299	N/A
Belgium	BE	32	9	456, 47, 48, and 49	N/A
Belize	BZ	501	7	6	N/A
Benin	BJ	229	8	90, 93, 95, and 97	N/A
Bermuda	BM	1441	7	3, 500–539, 59, and 7	N/A
Bhutan	BT	975	8	17	N/A
Bolivia	BO	591	8	70–72 and 77	Fixed line numbers consist of 7 digits.
Bosnia and Herzegovin a	BA	387	8 or 9	60, 62–66, and 69	N/A
Botswana	BW	267	8	7	Virtual numbers start with 79.
Brazil	BR	55	9	9	N/A
Brunei	BN	673	7	2, 7, and 8	N/A
Bulgaria	BG	359	9	87–89, and 988	N/A
Burkina Faso	BF	226	8	51, 55, 56, 60–69, and 70–79	Fixed line numbers start with 2.
Burundi	BI	257	8	3, 6, 9, and 29	Fixed line numbers start with 22.
Cambodia	KH	855	8 or 9	10–12, 15, 16, 70, 76, 77, 81, 86, 87, 92, 93, and 96–99	Other number segments: 31, 38, 60, 61, 66–71, 76–78, 80, 81, 83–89, 90–93, and 95–99

Cameroon	CM	237	9	7 and 9	Fixed line numbers start with 222 or 233.
Canada	CA	1	10	204, 226, 236, 249, 250, 289, 306, 343, 365, 403, 416, 418, 431, 437, 438, 450, 506, 514, 519, 579, 581, 587, 604, 613, 639, 647, 705, 709, 778, 780, 819, 867, 873, and 902	N/A
Cape Verde	CV	238	7	9	Fixed line numbers start with 2.
Cayman Islands	KY	1345	7	3, 5, and 9	N/A
Central African Republic	CF	236	8	70, 75, 77	Fixed line numbers start with 21 or 22.
Chad	TD	235	8	63, 65, 66, 77, 90, 93, 95, and 99	Fixed line numbers start with 22 or 77.
Chile	CL	56	9	9	N/A
Chinese Mainland	CN	86	11	Number segments of China Telecom: 133, 149, 153, 173, 177, 180, 181, 189, 190, 191, 193, and 199	Virtual carriers
				Number segments of China Unicom: 130, 131, 132, 145, 155, 156, 166, 167, 171, 175, 176, 185, 186 and 196	China Telecom: 1700, 1701, 1702, and 162

				Number segments of China Mobile: 134 (0–8), 135, 136, 137, 138, 139, 1440, 147, 148, 150, 151, 152, 157, 158, 159, 172, 178, 182, 183, 184, 187, 188, 195, 197 and 198	China Mobile: 1703, 1705, 1706, and 165
				China Broadnet number segment: 192	China Unicom: 1704, 1707, 1708, 1709, 171, and 167
				Other number segments: The 14 number segment is dedicated for Internet access cards. The 14 number segment is 145 for China Unicom, 147 for China Mobile, and 149 for China Telecom.	Satellite communications: 1349 and 174
					IoT: 140, 141, 144, 146, and 148
Colombia	CO	57	10	300, 301, 310–319, 350, and 351	Fixed line numbers consist of 7 digits.
Comoros	KM	269	7	3	A fixed line number starts with 74, 75, 76, or 77.
Cook Islands	CK	682	5	7, 54, and 55	Fixed line numbers start with 2, 3, or 4.
Costa Rica	CR	506	8	6-8	Fixed line numbers start with 2.
Côte d'Ivoire	CI	225	8	01–09, 44–50, 54, 60, 66–67, 69, and 77–78	Fixed line numbers start with 2 or 3.

Croatia	HR	385	9	91, 92, 95, and 97–99	Fixed line numbers start with 1, 2, 3, 4, or 5.
Curacao	CW	599	7	9	Fixed line numbers start with 4, 50, 7, or 8.
Cyprus	CY	357	8	94–97 and 99	Fixed line numbers start with 2.
Czechia	CZ	420	9	601–608, 702, 72, 73, 77, and 790	Fixed line numbers start with 2, 3, 4, or 5.
Democratic Republic of the Congo	CD	243	9	22, 78, 81–86, 88–90, and 94–99	N/A
Denmark	DK	45	8	20–31, 40–42, 50–53, 60, 61, 71, and 81	N/A
Djibouti	DJ	253	8	8	Fixed line numbers start with 21 or 27.
Dominica	DM	1767	7	225, 235, 245, 265, 275–277, 285, 295, 315–317, and 612–617	N/A

Dominican Republic	DO	1809/1829/1849	7	201, 204, 213, 22230–22259, 223, 22430–22459, 249–258, 267–272, 283, 292–293, 299, 301–310, 312, 314, 321–327, 330, 340–345, 348, 350, 355, 360, 366, 370, 37400–37469, 376, 383, 395–396, 399, 415–424, 428–432, 436–449, 451–459, 47010–47089, 48100–48189, 49, 515, 519, 54290–54298, 54320–54399, 545, 60410–60499, 624, 628–635, 637, 639–653, 656, 658–671, 696–697, 707, 710, 723, 727, 729, 749–769, 771–777, 785–787, 796, 801–805, 815–818, 829, 834–835, 837–858, 860–869, 873–890, 912–918, 928–929, 932, 938–946, 952–953, 972–982, and 990–999	N/A
Ecuador	EC	593	7	8 and 9	Fixed line numbers start with 2 or 4.
Egypt	EG	20	10	10–12, and 15	N/A
El Salvador	SV	503	8	6 and 7	Fixed line numbers start with 2.
Equatorial Guinea	GQ	240	9	2 and 5	Fixed line numbers start with 3.
Eritrea	ER	291	7	71-73	Fixed line numbers start with 1.

Estonia	EE	372	7 or 8	50–59, 510–518, 550–554, 557–558, and 5195	N/A
Eswatini	SZ	268	8	7	Fixed line numbers start with 2 or 3.
Ethiopia	ET	251	9	9	N/A
Faroe Islands	FO	298	6	21–29, 5, 71–79, 91–99	Shared numbers start with 70. Numbers for obtaining information start with 90.
Fiji	FJ	679	7	3, 7, and 9	Fixed line numbers start with 3, 6, or 8.
Finland	FI	358	9	40-50	N/A
France	FR	33	9	6, 73–78, and 700	N/A
French Guiana	GF	594	9	694 and 700	Fixed line numbers start with 594.
French Polynesia	PF	689	8	87 and 89	N/A
Gabon	GA	241	8	2-7	Fixed line numbers start with 1.
Gambia	GM	220	7	7 and 9	N/A
Georgia	GE	995	9	544, 514, 551, 555, 557, 558, 568, 570, 571, 574, 577–579, 591–593, and 595–599	Fixed line numbers start with 3 or 4.
Germany	DE	49	11	15020, 15050, 15080, 1511–1512, 1514–1517, 1520–1523, 1525–1526, 1529, 15555, 15630, 15678, 1570, 1573, 1575, 1577–1579, 15888, 1590, 160, 162–163, and 170–179	N/A

Ghana	GH	233	9	20, 23, 24, 26–28, 50, 54–57, and 59	Fixed line numbers start with 3.
Gibraltar	GI	350	8	5 and 6	Fixed line numbers start with 2.
Greece	GR	30	10	1, 2, 690, 693–695, and 697–699	Fixed line numbers start with 2.
Greenland	GL	299	6	21–29, 42–49, and 51–59	Fixed line numbers start with 3, 6, 8, or 9.
Grenada	GD	1473	7	402–407, 409–410, 414–420, 458, 520–521, 533–538, and 901	N/A
Guadeloupe	GP	590	9	690 and 700	Fixed line numbers start with 59.
Guam	GU	1671	7	482–483, 488–489, 678, 685–689, 707, 727, 747, 777, 787–788, 797, 838, 848, 858, 868, 878, 888, 898, 929, 967, 972, 977, 987–988, and 997–998	N/A
Guatemala	GT	502	8	30, 310, 311, 231, 2324, 2326, 2327–2329, 2428, 2429, 3120–3128, 4476–4479, 448, 449, 45, 46, 470–476, 4773–4779, 478–481, 4822–4829, 483–489, 49, 4, and 5	Fixed line numbers start with 2, 6, or 7.
Guinea	GN	224	9	6	Fixed line numbers start with 30.
Guinea-Bissau	GW	245	9	6 and 7	Fixed line numbers start with 4.

Guyana	GY	592	7	6	Fixed line numbers start with 2, 3, 4, or 7.
Haiti	HT	509	8	34-39	Fixed line numbers start with 2. Virtual numbers start with 9.
Honduras	HN	504	8	3, and 7–9	Fixed line numbers start with 2.
Hong Kong, China	HK	852	8	460–469, 510–579, 590–599, 601–699, 701–709, 840–849, 901–910, and 912–989	Fixed line numbers start with 2 or 3.
Hungary	HU	36	9	23, 30, 31, 38, 50, 60, and 70	N/A
Iceland	IS	354	7	6	Fixed line numbers start with 4 or 5.
India	IN	91	10	6, 7, 8, and 9	N/A
Indonesia	ID	62	10 or 11	811–819, 838, 852, 853, 855, 856, 858, 859, 878, and 896–899	IP phone numbers start with 17. Fixed line numbers start with 2, 3, 4, or 7.
Iraq	IQ	964	10	73-79	N/A
Ireland	IE	353	9	83, 85–87, and 89	N/A
Israel	IL	972	9	50, 52–54, 58, 556, 558, 559, 5522 or 5523, 5570 or 5571	Virtual numbers start with 55. Fixed line numbers without a geographical home network start with 7 and consist of 8 digits.

Italy	IT	39	10	310, 31100, 31101, 31105, 313, 319, 320, 322–324, 327–331, 333–349, 3505, 3510, 3512, 360–363, 366, 368, 370, 3710, 3711, 373, 377, 380–383, 385, 388–393, and 397	N/A
Jamaica	JM	1876	7	210, 301–304, 320, 322, 330–414, 416–494, 570–580, 589, 700, 707, 770–779, 781–784, 787–793, 796–799, 806–809, 812–899, 909, 919, 990, 995, 997, and 999	N/A
Japan	JP	81	10	60, 70, 80, and 90	N/A
Jordan	JO	962	9	77-79	Fixed line numbers start with 2, 3, 5, or 6 and consist of 7 digits.
Kazakhstan	KZ	76 or 77	10	6	Fixed line numbers start with 7.
Kenya	KE	254	9	10, 11, 70–75, 77, 78, and 763	N/A
Kiribati	KI	686	7	63 and 7	N/A
Kuwait	KW	965	8	5, 6, and 9	Fixed line numbers start with 2.
Kyrgyzstan	KG	996	9	5 and 9	Fixed line numbers start with 3. Satellite telephone numbers start with 52.
Laos	LA	856	10	20	Fixed line numbers consist of 8 digits.

Latvia	LV	371	8	2	Fixed line numbers start with 5, 6, or 7.
Lebanon	LB	961	8	3, 70, 71, and 76	Fixed line numbers consist of 7 digits.
Lesotho	LS	266	8	58 and 6	Fixed line numbers start with 2.
Liberia	LR	231	9	5, 7, 46, 47, 64, and 65	Fixed line numbers start with 3.
Libya	LY	218	8	91 and 94	N/A
Liechtenstein	LI	423	7	6499, 650–653, 660, 6610, 6620, 6626–6629, 6637–6639, 69742, 6977–6978, 742, and 77–79	Fixed line numbers start with 2 or 3.
Lithuania	LT	370	8	6	N/A
Luxembourg	LU	352	9	621, 628, 661, 668, 691, and 698	N/A
Macao, China	MO	853	8	6	Fixed line numbers start with 8.
North Macedonia	MK	389	8	70–73 and 75–78	Fixed line numbers start with 2, 3, or 4.
Madagascar	MG	261	9	3	Fixed line numbers start with 2.
Malawi	MW	265	9	8 and 9	Fixed line numbers start with 1 and consist of 7 digits.

Malaysia	MY	60	Numbers starting with 11 or 15 consist of 10 digits; number starting with other digits consist of 9 digits.	1 Note: The leading zero can be retained and can also be deleted.	IP phone numbers or broadband service numbers start with 15.
Maldives	MV	960	7	7 and 9	Fixed line numbers start with 3 or 6.
Mali	ML	223	8	3-7	N/A
Malta	MT	356	8	77, 79, 98, and 99	Mailbox numbers start with 217. Beep pager numbers start with 7117. Fixed line numbers start with 2.
Martinique	MQ	596	9	696 and 700	Fixed line numbers start with 596.
Mauritania	MR	222	8	6	N/A
Mauritius	MU	230	8	54 and 57–59	N/A
Mayotte	YT	383	8	639	Fixed line numbers start with 269.
Mexico	MX	52	10	The fixed line numbers and mobile phone numbers use the same rule.	N/A
Moldova	MD	373	8	60, 65, 67–69, 78 and 79	Fixed line numbers start with 2 or 5.

Monaco	MC	377	8	4 and 6	Fixed line numbers start with 8 or 9.
Mongolia	MN	976	8	70, 88, 89, 91, 93–96, 98, and 99	Fixed line numbers or virtual numbers start with 7.
Montenegro	ME	382	8	60, 63, and 66–69	Virtual numbers start with 78.
Montserrat	MS	1664	7	The fixed line numbers and mobile phone numbers use the same rule.	N/A
Morocco	MA	212	9	6	Fixed line numbers start with 5.
Mozambique	MZ	258	9	82-87	Fixed line numbers start with 2 and consist of 8 digits.
Myanmar	MM	95	10	92–96, 925, 926, 943, 944, 973, 991, 996, 997, and 977–979	N/A
Namibia	NA	264	9	60, 81, and 85	Fixed line numbers start with 6 and consist of 8 digits.
Nepal	NP	977	10	98	N/A
Netherlands	NL	31	9	6	N/A
New Caledonia	NC	687	6	7, 8, and 9	Virtual numbers start with 36. Fixed line numbers start with 2, 3, or 4.
New Zealand	NZ	64	8, 9, or 10	20–22, 24, 27–29, 280, and 283	N/A

Nicaragua	NI	505	8	8	Fixed line numbers start with 2.
Niger	NE	227	8	9	Fixed line numbers start with 20.
Nigeria	NG	234	8	802–805 and 809	N/A
Norway	NO	47	8	4, 9 and 59	Fixed line numbers start with 2, 3, 5, 6, or 7.
Oman	OM	968	8	91-99	Fixed line numbers start with 2.
Pakistan	PK	92	10	3 and 30–34	N/A
Palau	PW	680	7	77 and 88	N/A
Palestine	PS	970	9	56 and 59	Fixed line numbers consist of 8 digits.
Panama	PA	507	8	6	N/A
Papua New Guinea	PG	675	8	7 and 8	Virtual numbers start with 20. Fixed line numbers consist of 7 digits.
Paraguay	PY	595	9	961, 963, 971–973, 975, 981–985, 991–993 and 995	N/A
Peru	PE	51	9	9	N/A
Philippines	PH	63	10	905–910, 912, 915–923, 926–930, 932, 933, 935–939, 942, 943, 947–949, 973, 974, 977, 979, 989, 996, 997, and 999	N/A
Poland	PL	48	9	45, 50, 51, 53, 57, 30, 33, 39, 72, 73, 78, 79, and 88	N/A

Portugal	PT	351	9	91, 93, 96, 921, 922, 924–927, and 9290–9294	Fixed line numbers start with 2.
Puerto Rico	PR	1787	7	787 and 939	N/A
Qatar	QA	974	8	33, 55, 66, and 77	Fixed line numbers start with 4 and consist of 7 digits.
Republic Of The Congo	CG	2420	9	4-6	Fixed line numbers start with 2.
Réunion Island	RE	262	9	692, 693, and 700	Fixed line numbers start with 262, 263, or 269.
Romania	RO	40	9	70, 72–78, and 711	Fixed line numbers start with 2 or 3.
Rwanda	RW	250	9	7 and 8	Fixed line numbers start with 25.
Saint Kitts and Nevis	KN	1869	7	556–558, 565–567, 660–665, 667–669, 760, and 762–766	N/A
Saint Lucia	LC	1758	7	284–287, 384, 460–461, 484–489, 518–520, 584, and 712–728	N/A
Saint Pierre and Miquelon	PM	508	6	55	N/A
Saint Vincent and The Grenadines	VC	1784	7	430–434, 454–455, 489–495, and 526–534	N/A
Samoa	WS	685	7	77	N/A
San Marino	SM	378	8	66	Virtual numbers start with 51, 55 or 58. Fixed line numbers start with 549.

Sao Tome and Principe	ST	239	7	90	Fixed line numbers start with 2.
Saudi Arabia	SA	966	9	50, 51, and 53–59	Fixed line numbers start with 1.
Senegal	SN	221	7	76 and 77	Fixed line numbers start with 3.
Serbia	RS	381	9	60–66, 68, 69, and 677	Fixed line numbers start with 1, 2, or 3.
Seychelles	SC	248	7	5 and 7	Fixed line numbers start with 4. Virtual numbers start with 6.
Sierra Leone	SL	232	8	23, 30, 33, and 7	Fixed line numbers start with 22, 32, or 52.
Singapore	SG	65	8	8 and 9	Fixed line numbers start with 6.
Sint Maarten (Dutch Part)	SX	1721	7	52, 55, and 58	Fixed line numbers start with 54.
Slovakia	SK	421	9	901–608, 910–912, 914–918, 940, 944, and 948–951	N/A
Slovenia	SI	386	8	20, 21, 30, 31, 40, 41, 49–51, 60, 61, 64, 70, and 71	Virtual numbers start with 49, 59, 81, 82, or 83.
Solomon Islands	SB	677	7	72, 74, 75, and 86	Fixed line numbers consist of 5 digits.
Somalia	SO	252	9	61–63 and 68	N/A
South Africa	ZA	27	9	60, 72–74, 76, 78, 79, 82–84, 710–719, 741, and 811–814	N/A

South Korea	KR	82	10	10, 11, and 16–19	N/A
Spain	ES	34	9	6 and 7	Fixed line numbers start with 9.
Sri Lanka	LK	94	9	70–72 and 74–78	N/A
Suriname	SR	597	7	8	Fixed line numbers start with 2 to 6 and consists of 6 digits.
Sweden	SE	46	9	70, 72, 76, 79, 710, 733, 736, 739, 7300, 7301–7316, 73170–73179, 7318–7329, 7340–7344, 73450–73459, 7346–7359, and 7370–7389	N/A
Switzerland	CH	41	9	74-79	Fixed line numbers start with 2, 3, 4, 5, or 6.
Taiwan, China	TW	886	9	9	Fixed line numbers start with 2 to 8.
Tajikistan	TJ	992	9	9, 90, 92, 93, 95–98, and 910–919	Fixed line numbers start with 3.
Tanzania	TZ	255	9	62, 65–69, 71, and 73–78	Virtual numbers start with 41. Fixed line numbers start with 2.
Thailand	TH	66	9	6, 8, and 9	Virtual numbers start with 60 or 68.

Timor-Leste	TL	670	8	72-78	Fixed line numbers start with 2, 3, or 4 and consist of 7 digits. Mailbox numbers start with 71 and beep pager numbers start with 79.
Togo	TG	228	8	90–92 and 97–99	Fixed line numbers start with 2.
Tonga	TO	676	7	15–19 and 87–89	Fixed line numbers consist of 5 digits.
Trinidad and Tobago	TT	1868	7	271–299, 301–310, 312–399, 460–469, 470–484, 490–499, 620, 678, 680–689, 710, and 712–799	N/A
Tunisia	TN	216	8	2–5 and 9	Virtual numbers start with 43 or 45. Fixed line numbers start with 7.
Türkiye	TR	90	10	50 and 53–55	N/A
Turkmenist an	TM	993	8	65-67	N/A
Turks and Caicos Islands	TC	1649	7	239, 3, 431–433, and 441–443	N/A
Uganda	UG	256	9	2–4, 720, 730, 740–744, 750–764, and 770–794	Fixed line numbers start with 2, 3, or 4.
Ukraine	UA	380	9	50, 63, 66, 67, 73, and 91–99	N/A
United Arab Emirates	AE	971	9	50, 52, 54–56, and 58	Fixed line numbers start with 2, 3, 4, 6, 7, or 9.

United Kingdom	GB	44	10	71–75, 77–79, and 7624	N/A
United States	US	1	10	201–203, 205–210, 212–220, 224, 225, 228, 229, 231, 234, 239, 240, 248, 251–254, 256, 260, 262, 267, 269, 270, 272, 276, 281, 301–305, 307–310, 312–321, 323, 325, 330–332, 334, 336, 337, 339, 346, 347, 351, 352, 360, 361, 364, 380, 385, 386, 401, 402, and 404–410	N/A
Uruguay	UY	598	8	91 and 93–99	Fixed line numbers start with 2 or 4.
Uzbekistan	UZ	998	9	33, 90, 91, 93, 94, and 97	N/A
Vanuatu	VU	678	7	4 and 5	Fixed line numbers consist of 5 digits.
Venezuela	VE	58	10	4, 412, 414, 416, 424, and 426	Fixed line numbers start with 2.
Vietnam	VN	84	9	3, 5, and 7–9	Fixed line numbers start with 2.
Virgin Islands, British	VG	1284	7	300–303, 340–347, 368, 440–445, 4966–4969, 499, and 5	N/A
Virgin Islands, US	VI	1340	7	201, 212, 220, 226–228, 244, 332, 344, 422, 474, 513–514, 626, 642–643, and 677	N/A
Yemen	YE	967	9	7, 70–73, and 77	Fixed line numbers consist of 7 digits.

Zambia	ZM	260	9	9	Fixed line numbers start with 2.
Zimbabwe	ZW	263	9	71, 773, and 77	Virtual numbers start with 8.

3 Mode 2: Suspension upon Resource Package Runout

3.1 Template Rules

3.1.1 Template and Variable Specifications

A template consists of fixed text and variables or only fixed text. You can edit template content based on your service requirements and can only send SMSs with approved templates. The variables change according to the SMS content.

Apply for several SMS templates in advance according to service requirements and reserve sufficient time for review. Templates can be reviewed only on workdays.

Read the following specifications and mak sure that your SMS templates comply with the common specifications and special specifications of each template type.

Common Specifications

Template Specifications

Format	Each template contains no more than 500 characters.
	• A template cannot contain square brackets. Templates with square brackets may be confused with signatures, causing SMS sending failures.
	• Special characters such as ¥, ★, ^_^, &, √, and ※ are not supported. Such special characters may cause garbled characters in SMS messages.

Template specifications	Use as much fixed text as possible so that the meaning and application scenario of the SMS can be understood. - Unauthorized invitations are not allowed to send, including sign-up, membership, and event invitations. - Real estate, game, and education enterprises can use only the verification code SMSs. - Do not send SMSs that contain the following information: stocks, immigration, finance, job interviews, gambling, ballgame betting, lottery, rebates, loans, payment reminders, investments, prizes, one-dollar flash sales, counterfeit goods, medical care, cosmetic surgery, beauty care, clubs, bars, porn, drugs, foot spa, threats, fur, exam assistance, trademark registration, group invitation, QQ invitation, WeChat invitation, selling of personal data, app download links, rebates for positive comments, promotional SMS channels, user attraction, user retention, operator-related content (value-added services, customer service center, China Mobile, China Unicom, China Telecom, China Broadnet, Tencent king cards, group SMS messages, and 4G\5G), essay writing services, board and card games, online games, lawsuits, summons, credit blacklists, governments, party, right safeguarding, crude oil futures, precious metals, private equity, comment modification, studying abroad, international investments, bills of exchange, business and commerce agents, invoice issuance, partner recruiting, registration invitation, driver license annual review, software selling, selling of mobile phones or knockoff devices, delivery confirmation, contraband, virtual currencies, stamps, debt collection, religions, superstitions, COD e-commerce, friend-making, dating, POS machines, bonus point redemption, weddings and funerals, laws, finance, taxes, certification agency, patents, franchised stores, exhibitions, mediation, installment, bonus point clearing, click farming, customer service account, Taobao link copying, zero-dollar shopping, company registration, intellectual property rights, provident/social security fund filing agents, healthcare, elderly care, digital collections, questionnaires, training and lectures, insurance, livestreaming, tobacco, wine, tea, part-time jobs, real estate trading, decoration and building materials, and other illegal content.

Note: The Group SMS Assistant supports only templates that do not contain variables.

Variable Specifications

Each template can contain a maximum of 20 variables. Continuous variables or full-variable templates are not supported. (If characters not containing spaces exist between variables, the variables are discontinuous.)

Note: If you need to extend the variable length, describe your service scenario with examples and reasons for variable extension and specify the variable to be extended and desired length when applying for an SMS template.

The system supports variables listed in the following table. You can choose a proper variable format and length.

Variable Format	Type	Example Value	Description
$ {TXT_Digit }	Character	$ {TXT_2 0}	**Digit** indicates the maximum length. The value can be 1 to 20. Each non-English character is counted as two bytes. Each English letter, digit, or punctuation mark is counted as one byte. Set this parameter based on the site requirements. Do not set this parameter to a large value. **NOTICE** - The variable value cannot contain braces ({ }). Otherwise, template variables may fail to be parsed. - The variable value cannot contain single quotation marks ('). Otherwise, the template variable verification fails.
$ {NUM_Dig it}	Digit	$ {NUM_ 6}	**Digit** indicates the maximum length. The value can be 1 to 20. One digit is counted as one character. When sending an SMS message, enter a number ranging from 0 to 9. The number cannot contain other characters, such as hyphens (-). Set this parameter based on the site requirements. Do not set this parameter to a large value.
${DATE}	Date	$ {DATE}	The date in an SMS is in **yyyy/MM/dd** format, for example, **2017/07/16**, **2017/7/16**, or **2017/7/1**.
${TIME}	Time	$ {TIME}	The system supports the following time formats: - HH:mm, for example, 14:30 - HH:mm:ss, for example, 14:30:30

Specifications for Each Template Type

In addition to the common specifications, each template type has the following specifications:

Category	Variable Specifications	Content Specifications
Verification code template	• Only one variable is supported for entering the digital verification code. • The maximum length of the verification code variable must be less than or equal to 8 digits.	-
Notification template	The link and contact information cannot be sent using variables. Enter the link and contact information using fixed texts in the template.	• Marketing promotional information is not allowed.

Notes:

● The template specifications may be adjusted in real time based on the carrier's rules. The final template review result prevails.

● If your violation causes bad influence, serious measures will be taken and your account will be blocked. Strictly comply with the specifications to enhance service security.

Template Review Description

The common issues of all template types are as follows:

Type	Level-1 Issue	Level-2 Issue	Handling Suggestion	Invalid Template Example	Valid Template Example
The application is incorrect.	The SMS type is incorrect.	The verification code type is mistakenly selected for notification SMSs.	Select a proper SMS type based on the SMS content.	-	For more examples, see **Sample Template**.

Type	Level-1 Issue	Level-2 Issue	Handling Suggestion	Invalid Template Example	Valid Template Example
The format is incorrect.	Variables are incorrect.	The number of variables is incorrect.	Consecutive variables are not supported. The total number of variables cannot exceed 20.	Reminder: The meeting at ${DATE} ${TIME}${TIME}${NUM_6}${TXT_20} is about to start. Join the conference on time.	Reminder: The conference at ${DATE} - ${TIME} is about to start. Join the conference on time.
		The variable value is incorrect.	1. The values of $**{TXT_***Digit*}** and $**{NUM_***Digit*}** both range from 1 to 20. Set these parameters based on site requirements. 2. The verification code uses $**{NUM_***Digit*}** as a variable. The value contains a maximum of six digits.	Your verification code is ${NUM_7}. It is valid for 5 minutes. Do not provide this verification code to anyone.	Your verification code is ${NUM_6}. It is valid for 5 minutes. Do not provide this verification code to anyone.

Type	Level-1 Issue	Level-2 Issue	Handling Suggestion	Invalid Template Example	Valid Template Example
		The variable format is incorrect.	The following variable formats are supported by templates: • **${TXT_*Digit*}**: characters (text), in bytes. The value ranges from 1 to 20. • **${NUM_*Digit*}**: digits, in bytes. The value ranges from 1 to 20. • **${DATE}**: date, in the format of yyyy/MM/dd. • **${TIME}**: time, in the format of HH:mm or HH:mm:ss.	Your verification code is ${1}. It is valid for 5 minutes. Do not provide it to anyone.	Your verification code is ${NUM_6}. It is valid for 5 minutes. Do not provide it to anyone.

Type	Level-1 Issue	Level-2 Issue	Handling Suggestion	Invalid Template Example	Valid Template Example
The SMS content is incorrect.	The SMS content contains forbidden symbols.	Special characters such as ¥, ★, ^_^, &, √, and ※ are not supported.	1. Delete the symbols that cannot be sent. 2. If the SMS template contains the symbol [], the SMS may fail to be sent. Delete the symbol.	Reminder: The conference at ${DATE} & ${TIME} is about to start. Join the conference on time.	Reminder: The conference at ${DATE} - ${TIME} is about to start. Join the conference on time.
	The variable is incorrectly used.	**${DATE}${TIME}** is not used for time, and **${NUM_*Digit*}** is not used for numbers.	Select variables based on the actual SMS content. Do not randomly use TXT variables.	Reminder: The conference at ${NUM_6} & ${TXT_5} is about to start. Join the conference on time.	Reminder: The conference at ${DATE} - ${TIME} is about to start. Join the conference on time.

Type	Level-1 Issue	Level-2 Issue	Handling Suggestion	Invalid Template Example	Valid Template Example
	The SMS content is not clear.	A full variable template contains few fixed texts and many variables. Variable values are too large. Service scenarios cannot be identified.	The full variable template is not supported. You can set variables as required and use as much fixed text as possible so that the meaning and application scenario of the SMS can be understood.	${DATE} ${TIME} - ${TIME} of ${TXT_12}	Reminder: The conference at {DATE}- ${TIME} is about to start. Join the conference on time.
	The template lacks mandatory keywords.	The verification code SMS template must contain any of the verification code, registration code, and dynamic code.	Add a keyword. The verification code SMS template must contain any of the verification code, registration code, and dynamic code.	${NUM_6}. It is valid for 5 minutes. Do not provide it to anyone.	Your verification code is ${NUM_6}. It is valid for 5 minutes. Do not provide it to anyone.

The following table lists the special issues of different types of templates:

Type	Level-1 Issue	Level-2 Issue	Handling Suggestion	Invalid Template Example	Valid Template Example
Verification code	The template contains forbidden content.	The verification code template contains marketing content.	Delete the content that is not related to verification code.	Your verification code is ${NUM_6}. It is valid for 5 minutes. Log in to collect your coupons!	Your verification code is ${NUM_6}. It is valid for 5 minutes. Do not provide this verification code to anyone.
	The template contains other variables.	There are other long variables besides the verification code.	Do not set other content in an SMS as variables. If verification codes are of multiple types, such as registration and password change, you can apply for different templates separately.	Your verification code is ${NUM_6}. It is valid for 5 minutes and is used only for ${TXT_20}.	Your verification code is ${NUM_6}. It is valid for 5 minutes. Do not provide this verification code to anyone.
Notification	Recruitment and interview notifications are not supported.	-	Do not send recruitment and interview notifications.	Dear XX, this is a reminder for the first round of interview from ${DATE} to ${TXT_20}. Please prepare related documents.	For more examples, see **Sample Template**.

Type	Level-1 Issue	Level-2 Issue	Handling Suggestion	Invalid Template Example	Valid Template Example
	Notifications on games, finance, real estate, and education are not supported.	-	Do not send game, real estate, and financial notifications.	Log in to the XX game to collect rewards.	For more examples, see **Sample Template**.
	Dunning notifications are not supported.	-	Do not send dunning and payment notifications.	Amount due: CNY$ {NUM_6}. Due date: 8th of this month.	For more examples, see **Sample Template**.
	Notifications contain marketing information.	The first part of the SMS is the notification, and the second part is marketing information.	Do not include marketing information in notification SMSs. You can modify the template content based on the review comments returned by the platform.	You have booked $ {NUM_6} tickets. Ticket password: $ {NUM_6}. Please arrive in advance. Follow the XX official account to obtain more travel information.	You have booked $ {NUM_6} tickets. Ticket password: $ {NUM_6}. Please arrive in advance.

Type	Level-1 Issue	Level-2 Issue	Handling Suggestion	Invalid Template Example	Valid Template Example
	SMSs contain other content forbidden by rules.	Notification SMSs contain the content (such as coupons) forbidden by template specifications.	1. Create a template by following template and variable specifications. 2. Delete the forbidden content according to the review comments returned by the platform when the template application is rejected.	Follow $\{NUM_10\} to collect the coupon for the XX product.	For more examples, see **Sample Template**.

3.1.2 Sample Template

You need to edit the message body and apply for SMS templates before sending SMSs. The following tables list examples of SMS templates for verification code and notification SMSs.

Verification Code SMSs

Scenario	Sample Template
Login/ Verificatio n	Your dynamic code is ${NUM_6}. It is valid for 5 minutes. Do not provide it to anyone.
	Your verification code is ${NUM_6}. You are using the service platform. Do not provide this verification code to anyone.
	Your verification code is ${NUM_6}. It is valid for 5 minutes. Do not provide this verification code to anyone.

Scenario	Sample Template
	Your verification code is ${NUM_6}. Finish the verification as soon as possible. Have a nice day!
Registration	Your registration code for membership is ${NUM_6}. Thank you!
Password change	Your verification code is ${NUM_6}. If you did not perform this operation, ignore this SMS.
Mobile number change	You are modifying the registered phone number. The verification code is ${NUM_6} (valid for 5 minutes). To ensure account security, do not provide this verification code to anyone.
Password retrieval	You are retrieving your password. The verification code is ${NUM_6} (valid for 10 minutes). Do not provide this verification code to anyone.
Login	Verification code: ${NUM_6}. You are logging in to the service platform. Do not provide this verification code to anyone.
Modifying account information	Verification code: ${NUM_6}. You are changing important information. Keep your account secure.

Notification SMSs

Scenario	Sample Template
Conference	Reminder: The conference at ${DATE} ${TIME} - ${TIME} is about to start. Join the conference on time.
Purchase	Dear customer, you spent USD ${TXT_10} at ${DATE} ${TIME} and the current account balance is USD ${TXT_10}.
Review	Your application was approved at ${DATE} ${TIME}. You can check it on the platform.
Registration	Your user name is ${TXT_10} and password is ${TXT_10}. Change the initial password after the initial login.
	Welcome! Use the registered phone number and initial password (${TXT_10}) to log in.
Password change	Dear user, your password has been reset to ${TXT_10}. Change the password.
Express delivery	Your order ${NUM_20} has been packed and sent. The express ticket is ${NUM_20}.
	Your express ${NUM_20} will be delivered.

Scenario	Sample Template
Ticket pickup	You have booked ${NUM_3} tickets. Ticket password: ${NUM_20}. Please arrive in advance.
Reservation	You have successfully reserved ${DATE} ${TIME} -$ {TIME}. The reservation number is ${NUM_20}. Please arrive in advance.
Queuing	Your queuing No. is ${NUM_20}. ${NUM_3} more persons are waiting. Please wait.
Post-sales consultation	Have arranged after-sales personnel to contact you. Please keep your phone reachable. Thank you!
Customer service feedback	Dear user, text a number to evaluate our service: 1: Satisfied; 2: Average; 3: Poor.
Redemption code	Your redemption application has been approved. The redemption code is ${NUM_20}. Do not provide it to anyone.

3.2 Sending Rules and Restrictions

3.2.1 SMS Length Calculation

Rules

⚠ CAUTION

Each template can contain a maximum of 500 characters, including the message content and SMS signature.

- When an SMS message longer than the allowed length is sent, the customer receives one SMS message. The Message & SMS platform automatically splits this SMS message into multiple shorter SMS messages based on preset rules for service statistics collection and charging.

SMS Type	Character Counting Rule	Remarks
International SMSs (sent to mobile numbers outside the Chinese mainland)	**SMSs in English:** • **GSM-7 characters** are used for counting. • If an SMS contains 160 characters or less, it is counted as one SMS. If an SMS contains more than 160 characters, every 153 characters are counted as one SMS. **SMSs in other languages:** • Each **Unicode character**, such as a letter, digit, punctuation (full-width and half-width), and space, is counted as one character. • If an SMS contains 70 characters or less, it is counted as one SMS. If an SMS contains more than 70 characters, every 67 characters are counted as one SMS.	• If an SMS contains 158 English characters, it is counted as one SMS. If an SMS contains 164 (153 + 11) characters, it is counted as two SMSs. If an SMS contains 320 (153 + 153 + 14) characters, it is counted as three SMSs. • For example, if an SMS template contains variable ${NUM_8}$ set to 123456, that variable is counted as six characters.

Table 3-1 GSM-7 characters

Category	Counting Rule	Specific Characters
Standard characters	Each is counted as one character.	! " # $ % ' ( ) * + , - . / : ; < = > ? @ _ ¡ £ ¥ § ¿ & ¤ 0 1 2 3 4 5 6 7 8 9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z Ä Å Æ Ç É Ñ Ø ø Ü ß Ö à ä å æ è é ì ñ ò ö ù ü Δ Φ Γ Λ Ω Π Ψ Σ Θ Ξ
Extension characters	Each is counted as two characters.	| ^ € { } [ ] ~ \

3.2.2 SMS Bombing Prevention

Definition	Guide
SMS bombing is the act of using malicious programs or tools to send a large number of unwanted SMS messages to one or more mobile numbers within a short period of time, thereby harassing users.	- Use the traffic threshold management function of Message & SMS. When the total number of SMSs sent exceeds the threshold you set, the platform automatically suspends SMS sending to reduce losses caused by SMS bombing. - The system sets default alarm values and limit values. Change the values based on your service requirements. For details, see **Settings**.
SMS bombing often involves verification code SMSs. Verification code requests are submitted repeatedly for one or more numbers in batches using malicious programs or tools.	Use CAPTCHA codes to prevent SMS bombing.

3.2.3 SMS Barring

SMS content must be reviewed to ensure that the content does not violate any national laws or regulations.

If any violations are found, there may be messages indicating there was a violation, or penalties including, warnings, freezing of prepaid balances, and account suspension.

Definition of Violations

- Violation rating: minor
  - Non real-time SMSs are sent outside the hours of 08:00 and 21:00, and more than 100 SMSs are sent.
- Violation rating: major
  - No unsubscription method is not provided for membership SMSs.
  - Industry SMSs are sent to users without their consent.
  - The delivered SMS message content is inconsistent with the registered content or the link in the delivered SMS is inconsistent with the registered one
  - The industry channel is used to send promotion SMS content (including the industry SMS or verification code plus marketing promotion content).
  - A large number of minor violations occur at the same time, or three consecutive minor violations occur.
- Violation rating: critical
  - A user has unsubscribed from a service, but SMSs are still sent to this user.

– A large number of major violations occur at the same time, or three consecutive major violations occur.

– Junk SMSs are sent.

– Users make complaints and the complaints are valid.

Penalty Rules

Violation	Severity	Solution
There are service violations but no complaints.	Minor	Remind the personnel to rectify the problem in time.
The industry channel was used to send promotional SMSs.	Major	Suspend the subaccount and rectify the service. The subaccount can be enabled only after the service is approved.
The monthly complaint rate reaches 0.25/1,000,000.	Major	Warn and freeze some prepayment of the corresponding service port as a deposit. If no new complaints are registered, the deposit will be released the following month.
The monthly complaint rate reaches 0.4/1,000,000.	Critical	Suspend the subaccount and rectify the service. The subaccount can be enabled only after the service is approved.
One complaint is sent to the Ministry of Industry and Information Technology.	Major	If a complaint about promotional SMSs is sent to the 12321 center of the Ministry of Industry and Information Technology, the channel must be closed.

3.2.4 International SMS Sending Rules

Mobile Number Rules

To increase the SMS sending success rate, set mobile numbers to which international SMSs are sent according to the following rules:

Country or Region	Country/ Region Name Code	Country/ Region Code	Digits of a Mobile Numb er	Mobile Number Segment	Remarks
Afghanista n	AF	93	9	70, 75, and 77–79	-

Albania	AL	355	9	67- 69	-
Algeria	DZ	213	9	5, 6, 7, and 9	-
American Samoa	AS	1684	7	252, 254, 256, and 733	-
Andorra	AD	376	9	3, 4, and 6	-
Angola	AO	244	9	91, 92, and 93	Fixed line numbers start with 2.
Anguilla	AI	1264	7	53, 58, and 7	-
Antigua and Barbuda	AG	1268	7	464 and 7	-
Argentina	AR	54	10	9/15	A subscriber number consists of a country/region code and subscriber number.
Armenia	AM	374	8	41, 43, 44, 55, 77, 91, 93–94, and 97–99	-
Aruba	AW	297	7	56, 592–594, 597, 598, 660, 661, 622, 630, 640, 641, 690, 73, 74, and 995–998	Numbers for voice over a network start with 28 or 501.
Australia	AU	61	9	4	Fixed line numbers start with 2, 3, 7, or 8.
Austria	AT	43	10	650, 660, 664, 676, and 680	
			11	667, 681, 688, and 699	-
Azerbaijan	AZ	994	9	41, 50, 51, 55, 70, 77, and 99	Fixed line numbers start with 1, 2, or 3.
Bahamas	BS	1242	7	35, 45, and 55	-

Bahrain	BH	973	8	31, 33, 36, 39, 322, 340, 341, 343–345, 353, 355, 377, 383, 384, 388, 663, 666, and 669	Generic numbers start with 6 or 7. Fixed line numbers start with 1.
Banglades h	BD	880	8	13, 140, 15, 16, 17, 18, and 19	-
Barbados	BB	1246	7	230–255, 256–269, 280–289, 450–459, 820–859, and 883	-
Belarus	BY	375	9	25, 33, 44, and 291–299	-
Belgium	BE	32	9	456, 47, 48, and 49	-
Belize	BZ	501	7	6	-
Benin	BJ	229	8	90, 93, 95, and 97	-
Bermuda	BM	1441	7	3, 500–539, 59, and 7	-
Bhutan	BT	975	8	17	-
Bolivia	BO	591	8	70–72 and 77	Fixed line numbers consist of 7 digits.
Bosnia and Herzegovin a	BA	387	8 or 9	60, 62–66, and 69	-
Botswana	BW	267	8	7	Virtual numbers start with 79.
Brazil	BR	55	9	9	-
Brunei	BN	673	7	2, 7, and 8	-
Bulgaria	BG	359	9	87–89, and 988	-
Burkina Faso	BF	226	8	51, 55, 56, 60–69, and 70–79	Fixed line numbers start with 2.
Burundi	BI	257	8	3, 6, 9, and 29	Fixed line numbers start with 22.

Cambodia	KH	855	8 or 9	10–12, 15, 16, 70, 76, 77, 81, 86, 87, 92, 93, and 96–99	Other number segments: 31, 38, 60, 61, 66–71, 76–78, 80, 81, 83–89, 90–93, and 95–99
Cameroon	CM	237	9	7 and 9	Fixed line numbers start with 222 or 233.
Canada	CA	1	10	204, 226, 236, 249, 250, 289, 306, 343, 365, 403, 416, 418, 431, 437, 438, 450, 506, 514, 519, 579, 581, 587, 604, 613, 639, 647, 705, 709, 778, 780, 819, 867, 873, and 902	-
Cape Verde	CV	238	7	9	Fixed line numbers start with 2.
Cayman Islands	KY	1345	7	3, 5, 9	-
Central African Republic	CF	236	8	70, 75, 77	Fixed line numbers start with 21 or 22.
Chad	TD	235	8	63, 65, 66, 77, 90, 93, 95, and 99	Fixed line numbers start with 22 or 77.
Chile	CL	56	9	9	-
Chinese Mainland	CN	86	11	Number segments of China Telecom: 133, 149, 153, 173, 177, 180, 181, 189, 190, 191, 193, and 199	Virtual carriers
				Number segments of China Unicom: 130, 131, 132, 145, 155, 156, 166, 167, 171, 175, 176, 185, 186 and 196	China Telecom: 1700, 1701, 1702, and 162

				Number segments of China Mobile: 134 (0–8), 135, 136, 137, 138, 139, 1440, 147, 148, 150, 151, 152, 157, 158, 159, 172, 178, 182, 183, 184, 187, 188, 195, 197 and 198	China Mobile: 1703, 1705, 1706, and 165
				China Broadnet number segment: 192	China Unicom: 1704, 1707, 1708, 1709, 171, and 167
				Other number segments: The 14 number segment is dedicated for Internet access cards. The 14 number segment is 145 for China Unicom, 147 for China Mobile, and 149 for China Telecom.	Satellite communications: 1349 and 174
					IoT: 140, 141, 144, 146, and 148
Colombia	CO	57	10	300, 301, 310–319, 350, and 351	Fixed line numbers consist of 7 digits.
Comoros	KM	269	7	3	A fixed line number starts with 74, 75, 76, or 77.
Cook Islands	CK	682	5	7, 54, and 55	Fixed line numbers start with 2, 3, or 4.
Costa Rica	CR	506	8	6-8	Fixed line numbers start with 2.
Côte d'Ivoire	CI	225	8	01–09, 44–50, 54, 60, 66–67, 69, and 77–78	Fixed line numbers start with 2 or 3.

Croatia	HR	385	9	91, 92, 95, and 97–99	Fixed line numbers start with 1, 2, 3, 4, or 5.
Curacao	CW	599	7	9	Fixed line numbers start with 4, 50, 7, or 8.
Cyprus	CY	357	8	94–97 and 99	Fixed line numbers start with 2.
Czechia	CZ	420	9	601–608, 702, 72, 73, 77, and 790	Fixed line numbers start with 2, 3, 4, or 5.
Democratic Republic of the Congo	CD	243	9	22, 78, 81–86, 88–90, and 94–99	-
Denmark	DK	45	8	20–31, 40–42, 50–53, 60, 61, 71, and 81	-
Djibouti	DJ	253	8	8	Fixed line numbers start with 21 or 27.
Dominica	DM	1767	7	225, 235, 245, 265, 275–277, 285, 295, 315–317, and 612–617	-

Dominican Republic	DO	1809/1829/1849	7	201, 204, 213, 22230–22259, 223, 22430–22459, 249–258, 267–272, 283, 292–293, 299, 301–310, 312, 314, 321–327, 330, 340–345, 348, 350, 355, 360, 366, 370, 37400–37469, 376, 383, 395–396, 399, 415–424, 428–432, 436–449, 451–459, 47010–47089, 48100–48189, 49, 515, 519, 54290–54298, 54320–54399, 545, 60410–60499, 624, 628–635, 637, 639–653, 656, 658–671, 696–697, 707, 710, 723, 727, 729, 749–769, 771–777, 785–787, 796, 801–805, 815–818, 829, 834–835, 837–858, 860–869, 873–890, 912–918, 928–929, 932, 938–946, 952–953, 972–982, and 990–999	-
Ecuador	EC	593	7	8 and 9	Fixed line numbers start with 2 or 4.
Egypt	EG	20	10	10–12, and 15	-
El Salvador	SV	503	8	6 and 7	Fixed line numbers start with 2.
Equatorial Guinea	GQ	240	9	2 and 5	Fixed line numbers start with 3.
Eritrea	ER	291	7	71-73	Fixed line numbers start with 1.

Estonia	EE	372	7 or 8	50–59, 510–518, 550–554, 557–558, and 5195	-
Eswatini	SZ	268	8	7	Fixed line numbers start with 2 or 3.
Ethiopia	ET	251	9	9	-
Faroe Islands	FO	298	6	21–29, 5, 71–79, 91–99	Shared numbers start with 70. Numbers for obtaining information start with 90.
Fiji	FJ	679	7	3, 7, and 9	Fixed line numbers start with 3, 6, or 8.
Finland	FI	358	9	40-50	-
France	FR	33	9	6, 73–78, and 700	-
French Guiana	GF	594	9	694 and 700	Fixed line numbers start with 594.
French Polynesia	PF	689	8	87 and 89	-
Gabon	GA	241	8	2-7	Fixed line numbers start with 1.
Gambia	GM	220	7	7 and 9	-
Georgia	GE	995	9	544, 514, 551, 555, 557, 558, 568, 570, 571, 574, 577–579, 591–593, and 595–599	Fixed line numbers start with 3 or 4.
Germany	DE	49	11	15020, 15050, 15080, 1511–1512, 1514–1517, 1520–1523, 1525–1526, 1529, 15555, 15630, 15678, 1570, 1573, 1575, 1577–1579, 15888, 1590, 160, 162–163, and 170–179	-

Ghana	GH	233	9	20, 23, 24, 26–28, 50, 54–57, and 59	Fixed line numbers start with 3.
Gibraltar	GI	350	8	5 and 6	Fixed line numbers start with 2.
Greece	GR	30	10	1, 2, 690, 693–695, and 697–699	Fixed line numbers start with 2.
Greenland	GL	299	6	21–29, 42–49, and 51–59	Fixed line numbers start with 3, 6, 8, or 9.
Grenada	GD	1473	7	402–407, 409–410, 414–420, 458, 520–521, 533–538, and 901	-
Guadeloupe	GP	590	9	690 and 700	Fixed line numbers start with 59.
Guam	GU	1671	7	482–483, 488–489, 678, 685–689, 707, 727, 747, 777, 787–788, 797, 838, 848, 858, 868, 878, 888, 898, 929, 967, 972, 977, 987–988, and 997–998	-
Guatemala	GT	502	8	30, 310, 311, 231, 2324, 2326, 2327–2329, 2428, 2429, 3120–3128, 4476–4479, 448, 449, 45, 46, 470–476, 4773–4779, 478–481, 4822–4829, 483–489, 49, 4, and 5	Fixed line numbers start with 2, 6, or 7.
Guinea	GN	224	9	6	Fixed line numbers start with 30.
Guinea-Bissau	GW	245	9	6 and 7	Fixed line numbers start with 4.

Guyana	GY	592	7	6	Fixed line numbers start with 2, 3, 4, or 7.
Haiti	HT	509	8	34-39	Fixed line numbers start with 2. Virtual numbers start with 9.
Honduras	HN	504	8	3, and 7–9	Fixed line numbers start with 2.
Hong Kong, China	HK	852	8	460–469, 510–579, 590–599, 601–699, 701–709, 840–849, 901–910, and 912–989	Fixed line numbers start with 2 or 3.
Hungary	HU	36	9	23, 30, 31, 38, 50, 60, and 70	-
Iceland	IS	354	7	6	Fixed line numbers start with 4 or 5.
India	IN	91	10	6, 7, 8, and 9	-
Indonesia	ID	62	10 or 11	811–819, 838, 852, 853, 855, 856, 858, 859, 878, and 896–899	IP phone numbers start with 17. Fixed line numbers start with 2, 3, 4, or 7.
Iraq	IQ	964	10	73-79	-
Ireland	IE	353	9	83, 85–87, and 89	-
Israel	IL	972	9	50, 52–54, 58, 556, 558, 559, 5522 or 5523, 5570 or 5571	Virtual numbers start with 55. Fixed line numbers without a geographical home network start with 7 and consist of 8 digits.

Italy	IT	39	10	310, 31100, 31101, 31105, 313, 319, 320, 322–324, 327–331, 333–349, 3505, 3510, 3512, 360–363, 366, 368, 370, 3710, 3711, 373, 377, 380–383, 385, 388–393, and 397	-
Jamaica	JM	1876	7	210, 301–304, 320, 322, 330–414, 416–494, 570–580, 589, 700, 707, 770–779, 781–784, 787–793, 796–799, 806–809, 812–899, 909, 919, 990, 995, 997, and 999	-
Japan	JP	81	10	60, 70, 80, and 90	-
Jordan	JO	962	9	77-79	Fixed line numbers start with 2, 3, 5, or 6 and consist of 7 digits.
Kazakhstan	KZ	76 or 77	10	6	Fixed line numbers start with 7.
Kenya	KE	254	9	10, 11, 70–75, 77, 78, and 763	-
Kiribati	KI	686	7	63 and 7	-
Kuwait	KW	965	8	5, 6, and 9	Fixed line numbers start with 2.
Kyrgyzstan	KG	996	9	5 and 9	Fixed line numbers start with 3. Satellite telephone numbers start with 52.
Laos	LA	856	10	20	Fixed line numbers consist of 8 digits.

Latvia	LV	371	8	2	Fixed line numbers start with 5, 6, or 7.
Lebanon	LB	961	8	3, 70, 71, and 76	Fixed line numbers consist of 7 digits.
Lesotho	LS	266	8	58 and 6	Fixed line numbers start with 2.
Liberia	LR	231	9	5, 7, 46, 47, 64, and 65	Fixed line numbers start with 3.
Libya	LY	218	8	91 and 94	-
Liechtenstein	LI	423	7	6499, 650–653, 660, 6610, 6620, 6626–6629, 6637–6639, 69742, 6977–6978, 742, and 77–79	Fixed line numbers start with 2 or 3.
Lithuania	LT	370	8	6	-
Luxembourg	LU	352	9	621, 628, 661, 668, 691, and 698	-
Macao, China	MO	853	8	6	Fixed line numbers start with 8.
North Macedonia	MK	389	8	70–73 and 75–78	Fixed line numbers start with 2, 3, or 4.
Madagascar	MG	261	9	3	Fixed line numbers start with 2.
Malawi	MW	265	9	8 and 9	Fixed line numbers start with 1 and consist of 7 digits.

Malaysia	MY	60	Numbers starting with 11 or 15 consist of 10 digits; number starting with other digits consist of 9 digits.	1 Note: The leading zero can be retained and can also be deleted.	IP phone numbers or broadband service numbers start with 15.
Maldives	MV	960	7	7 and 9	Fixed line numbers start with 3 or 6.
Mali	ML	223	8	3-7	-
Malta	MT	356	8	77, 79, 98, and 99	Mailbox numbers start with 217. Beep pager numbers start with 7117. Fixed line numbers start with 2.
Martinique	MQ	596	9	696 and 700	Fixed line numbers start with 596.
Mauritania	MR	222	8	6	-
Mauritius	MU	230	8	54 and 57–59	-
Mayotte	YT	383	8	639	Fixed line numbers start with 269.
Mexico	MX	52	10	The fixed line numbers and mobile phone numbers use the same rule.	-
Moldova	MD	373	8	60, 65, 67–69, 78 and 79	Fixed line numbers start with 2 or 5.

Monaco	MC	377	8	4 and 6	Fixed line numbers start with 8 or 9.
Mongolia	MN	976	8	70, 88, 89, 91, 93–96, 98, and 99	Fixed line numbers or virtual numbers start with 7.
Montenegro	ME	382	8	60, 63, and 66–69	Virtual numbers start with 78.
Montserrat	MS	1664	7	The fixed line numbers and mobile phone numbers use the same rule.	-
Morocco	MA	212	9	6	Fixed line numbers start with 5.
Mozambique	MZ	258	9	82-87	Fixed line numbers start with 2 and consist of 8 digits.
Myanmar	MM	95	10	92–96, 925, 926, 943, 944, 973, 991, 996, 997, and 977–979	-
Namibia	NA	264	9	60, 81, and 85	Fixed line numbers start with 6 and consist of 8 digits.
Nepal	NP	977	10	98	-
Netherlands	NL	31	9	6	-
New Caledonia	NC	687	6	7, 8, and 9	Virtual numbers start with 36. Fixed line numbers start with 2, 3, or 4.
New Zealand	NZ	64	8, 9, or 10	20–22, 24, 27–29, 280, and 283	-

Nicaragua	NI	505	8	8	Fixed line numbers start with 2.
Niger	NE	227	8	9	Fixed line numbers start with 20.
Nigeria	NG	234	8	802–805 and 809	-
Norway	NO	47	8	4, 9 and 59	Fixed line numbers start with 2, 3, 5, 6, or 7.
Oman	OM	968	8	91-99	Fixed line numbers start with 2.
Pakistan	PK	92	10	3 and 30–34	-
Palau	PW	680	7	77 and 88	-
Palestine	PS	970	9	56 and 59	Fixed line numbers consist of 8 digits.
Panama	PA	507	8	6	-
Papua New Guinea	PG	675	8	7 and 8	Virtual numbers start with 20. Fixed line numbers consist of 7 digits.
Paraguay	PY	595	9	961, 963, 971–973, 975, 981–985, 991–993 and 995	-
Peru	PE	51	9	9	-
Philippines	PH	63	10	905–910, 912, 915–923, 926–930, 932, 933, 935–939, 942, 943, 947–949, 973, 974, 977, 979, 989, 996, 997, and 999	-
Poland	PL	48	9	45, 50, 51, 53, 57, 30, 33, 39, 72, 73, 78, 79, and 88	-

Portugal	PT	351	9	91, 93, 96, 921, 922, 924–927, and 9290–9294	Fixed line numbers start with 2.
Puerto Rico	PR	1787	7	787 and 939	-
Qatar	QA	974	8	33, 55, 66, and 77	Fixed line numbers start with 4 and consist of 7 digits.
Republic Of The Congo	CG	2420	9	4-6	Fixed line numbers start with 2.
Réunion Island	RE	262	9	692, 693, and 700	Fixed line numbers start with 262, 263, or 269.
Romania	RO	40	9	70, 72–78, and 711	Fixed line numbers start with 2 or 3.
Rwanda	RW	250	9	7 and 8	Fixed line numbers start with 25.
Saint Kitts and Nevis	KN	1869	7	556–558, 565–567, 660–665, 667–669, 760, and 762–766	-
Saint Lucia	LC	1758	7	284–287, 384, 460–461, 484–489, 518–520, 584, and 712–728	-
Saint Pierre and Miquelon	PM	508	6	55	-
Saint Vincent and The Grenadines	VC	1784	7	430–434, 454–455, 489–495, and 526–534	-
Samoa	WS	685	7	77	-
San Marino	SM	378	8	66	Virtual numbers start with 51, 55 or 58. Fixed line numbers start with 549.

Sao Tome and Principe	ST	239	7	90	Fixed line numbers start with 2.
Saudi Arabia	SA	966	9	50, 51, and 53–59	Fixed line numbers start with 1.
Senegal	SN	221	7	76 and 77	Fixed line numbers start with 3.
Serbia	RS	381	9	60–66, 68, 69, and 677	Fixed line numbers start with 1, 2, or 3.
Seychelles	SC	248	7	5 and 7	Fixed line numbers start with 4. Virtual numbers start with 6.
Sierra Leone	SL	232	8	23, 30, 33, and 7	Fixed line numbers start with 22, 32, or 52.
Singapore	SG	65	8	8 and 9	Fixed line numbers start with 6.
Sint Maarten (Dutch Part)	SX	1721	7	52, 55, and 58	Fixed line numbers start with 54.
Slovakia	SK	421	9	901–608, 910–912, 914–918, 940, 944, and 948–951	-
Slovenia	SI	386	8	20, 21, 30, 31, 40, 41, 49–51, 60, 61, 64, 70, and 71	Virtual numbers start with 49, 59, 81, 82, or 83.
Solomon Islands	SB	677	7	72, 74, 75, and 86	Fixed line numbers consist of 5 digits.
Somalia	SO	252	9	61–63 and 68	-
South Africa	ZA	27	9	60, 72–74, 76, 78, 79, 82–84, 710–719, 741, and 811–814	-

South Korea	KR	82	10	10, 11, and 16–19	-
Spain	ES	34	9	6 and 7	Fixed line numbers start with 9.
Sri Lanka	LK	94	9	70–72 and 74–78	-
Suriname	SR	597	7	8	Fixed line numbers start with 2 to 6 and consists of 6 digits.
Sweden	SE	46	9	70, 72, 76, 79, 710, 733, 736, 739, 7300, 7301–7316, 73170–73179, 7318–7329, 7340–7344, 73450–73459, 7346–7359, and 7370–7389	-
Switzerland	CH	41	9	74-79	Fixed line numbers start with 2, 3, 4, 5, or 6.
Taiwan, China	TW	886	9	9	Fixed line numbers start with 2 to 8.
Tajikistan	TJ	992	9	9, 90, 92, 93, 95–98, and 910–919	Fixed line numbers start with 3.
Tanzania	TZ	255	9	62, 65–69, 71, and 73–78	Virtual numbers start with 41. Fixed line numbers start with 2.
Thailand	TH	66	9	6, 8, and 9	Virtual numbers start with 60 or 68.

Timor-Leste	TL	670	8	72-78	Fixed line numbers start with 2, 3, or 4 and consist of 7 digits. Mailbox numbers start with 71 and beep pager numbers start with 79.
Togo	TG	228	8	90–92 and 97–99	Fixed line numbers start with 2.
Tonga	TO	676	7	15–19 and 87–89	Fixed line numbers consist of 5 digits.
Trinidad and Tobago	TT	1868	7	271–299, 301–310, 312–399, 460–469, 470–484, 490–499, 620, 678, 680–689, 710, and 712–799	-
Tunisia	TN	216	8	2–5 and 9	Virtual numbers start with 43 or 45. Fixed line numbers start with 7.
Türkiye	TR	90	10	50 and 53–55	-
Turkmenist an	TM	993	8	65-67	-
Turks and Caicos Islands	TC	1649	7	239, 3, 431–433, and 441–443	-
Uganda	UG	256	9	2–4, 720, 730, 740–744, 750–764, and 770–794	Fixed line numbers start with 2, 3, or 4.
Ukraine	UA	380	9	50, 63, 66, 67, 73, and 91–99	-
United Arab Emirates	AE	971	9	50, 52, 54–56, and 58	Fixed line numbers start with 2, 3, 4, 6, 7, or 9.

United Kingdom	GB	44	10	71–75, 77–79, and 7624	-
United States	US	1	10	201–203, 205–210, 212–220, 224, 225, 228, 229, 231, 234, 239, 240, 248, 251–254, 256, 260, 262, 267, 269, 270, 272, 276, 281, 301–305, 307–310, 312–321, 323, 325, 330–332, 334, 336, 337, 339, 346, 347, 351, 352, 360, 361, 364, 380, 385, 386, 401, 402, and 404–410	-
Uruguay	UY	598	8	91 and 93–99	Fixed line numbers start with 2 or 4.
Uzbekistan	UZ	998	9	33, 90, 91, 93, 94, and 97	-
Vanuatu	VU	678	7	4 and 5	Fixed line numbers consist of 5 digits.
Venezuela	VE	58	10	4, 412, 414, 416, 424, and 426	Fixed line numbers start with 2.
Vietnam	VN	84	9	3, 5, and 7–9	Fixed line numbers start with 2.
Virgin Islands, British	VG	1284	7	300–303, 340–347, 368, 440–445, 4966–4969, 499, and 5	-
Virgin Islands, US	VI	1340	7	201, 212, 220, 226–228, 244, 332, 344, 422, 474, 513–514, 626, 642–643, and 677	-
Yemen	YE	967	9	7, 70–73, and 77	Fixed line numbers consist of 7 digits.

Zambia	ZM	260	9	9	Fixed line numbers start with 2.
Zimbabwe	ZW	263	9	71, 773, and 77	Virtual numbers start with 8.

4 Permission Management

If you need to assign different permissions to employees in your enterprise to access your Message & SMS resources, Identity and Access Management (IAM) is a good choice for fine-grained permissions management. IAM provides identity authentication, permissions management, and access control, helping you efficiently manage access to your Huawei Cloud resources.

You can use your Huawei Cloud account to create IAM users, and assign permissions to the users to control their access to specific resources. For example, some software developers in your enterprise need to use Message & SMS resources but must not delete them or perform any high-risk operations. To achieve this result, you can create IAM users for the software developers and grant them only the permissions required for using Message & SMS resources.

If your Huawei Cloud account does not require individual IAM users for permissions management, skip this section.

IAM is free. You pay only for the resources in your account. For more information about IAM, see **IAM Service Overview**.

Message & SMS Permissions

By default, new IAM users do not have permissions. To assign permissions to new users, you need to add them to one or more groups, and attach permissions policies or roles to these groups. Users inherit permissions from the groups to which you add them and can perform specified operations on the Message & SMS service.

Message & SMS is a project-level service deployed and accessed in specific physical regions. To assign permissions to a user group, specify the scope as region-specific projects and select projects (for example, **ap-southeast-1** for **CN-Hong Kong**) for the permissions to take effect. If **All projects** is selected, the permissions will apply to the user group in all region-specific projects. When accessing Message & SMS, users need to switch to a region where they have been authorized to use this service.

You can grant permissions by using roles and policies.

- Roles: A coarse-grained authorization mechanism provided by IAM to define permissions based on job responsibilities. Only a limited number of service-level roles are available. Some roles depend other roles to take effect. When

you assign such roles to users, remember to assign the roles they depend on. Roles are not ideal for fine-grained authorization and secure access control.

- Policies: A fine-grained authorization mechanism that defines permissions required to perform operations on specific cloud resources under certain conditions. This type of authorization is more flexible and is ideal for secure access control. For Message & SMS, the administrator controls the permission for viewing SMS details for IAM users.

Table 4-1 lists all the system-defined policies supported by Message & SMS.

Table 4-1 Message & SMS system-defined roles

Role	Description	Policy Type	Dependency
RTC Administrator	Full permissions for Voice Call, Message & SMS, and Private Number.	Role	None
MSGSMS FullAccess	Common user permissions for Message & SMS. Users granted these permissions can perform all operations supported by Message & SMS, including creation, deletion, and viewing, and modifying specifications.	System-defined policy	None
MSGSMS ReadOnlyAccess	Read-only permissions for Message & SMS. Users granted these permissions can only view Message & SMS statistics.	System-defined policy	None

Table 4-2 describes the operations supported by each system-defined permission of Message & SMS. Select the permissions as needed.

Table 4-2 Relationships between Message & SMS operations and system-defined policies

Operation	MSGSMS FullAccess	MSGSMS ReadOnlyAccess
Query the number of SMS applications	√	√
Query an SMS application	√	√
Query permissions	√	√
Query an SMS application secret	√	√

Operation	MSGSMS FullAccess	MSGSMS ReadOnlyAccess
Query the reason for tenant restrictions	√	√
Query signature information	√	√
Query SMS types	√	√
Query signature names	√	√
Query an SMS template	√	√
Query and verify the tenant order status	√	√
Query developer information	√	√
Query SMS template names	√	√
Query SMS template variables	√	√
Query the name of a Group SMS Assistant task	√	√
Query Group SMS Assistant tasks	√	√
Query details of a Group SMS Assistant task result	√	√
Query SMS threshold policies	√	√
Query SMS statistics	√	√
Query a contact	√	√
Query historical request information	√	√
Query SMS overview statistics	√	√
Query message alert	√	√
Query the price of a single SMS	√	√
Query public settings	√	√
Query the tenant enterprise name	√	√
Query SMS sending country	√	√
Query SMS details	√	√
Query the effectiveness of the country whitelist	√	√
Query the country whitelist	√	√
Query a business license file	√	√

Operation	MSGSMS FullAccess	MSGSMS ReadOnlyAccess
Deleting a signature key	√	x
Delete an SMS template	√	x
Delete a contact	√	x
Export recipient numbers of a Group SMS Assistant task	√	x
Export SMS statistics	√	x
Create an SMS application	√	x
Send a verification code	√	x
Add a signature	√	x
Modify a signature	√	x
Create an SMS template	√	x
Import a Group SMS Assistant task	√	x
Create a Group SMS Assistant task	√	x
Add a contact	√	x
Apply for unblocking	√	x
Update an SMS application secret	√	x
Modify an SMS application	√	x
Activate a signature	√	x
Modify an SMS template	√	x
Update a scheduled Group SMS Assistant task	√	x
Set SMS threshold policies	√	x
Modify contact information	√	x
Batch import SMS templates	√	x
Modify the effectiveness of the country whitelist	√	x
Add the country whitelist	√	x
Delete the country whitelist	√	x
Upload a business license file	√	x

References

- **IAM Service Overview**
- **Creating a User and Assigning Message & SMS Permissions**
- **Policies and Supported Actions**

5 Message & SMS Service Agreement

This document provides the service agreement of Message & SMS.

For details, see **Message & SMS Service Agreement**.