



**TRUST IN  
ENTERPRISE  
MESSAGING**

**Do you know the code?**

**Introducing the MEF code of conduct**



As a global leader in A2P messaging, Sinch takes trust very seriously. It's one of our top priorities to protect enterprises and their consumers from fraud, spam and any kind of deceptive campaign. Our mission: to drive market clean-up and major change within the messaging industry. So, we've joined forces with the Mobile Ecosystem Forum (MEF) to disrupt the norm with new guidelines for all A2P SMS players. It's known as MEF's Trust in Enterprise Messaging (TEM) service and Code of Conduct – a badge we're very honored and proud to wear.

## Why is the code so important?

In today's increasingly digital world, A2P messaging is a critical tool for enterprises to engage with their customers. It provides deeper engagement thanks to smarter, faster and more personal communications. But like in any competitive marketplace, companies' exposure to fraud is inevitable. And new forms are cropping up each day. The most common types of frauds are spam, spoofing and smishing (aka SMS phishing asking you to provide sensitive, personal, and/or financial information).

Unfortunately, many A2P SMS providers are exploiting weaknesses in mobile operator networks to disrupt legitimate routes and compromise messaging traffic. They are simply working the system to gain a competitive advantage in unlawful ways, which displaces consumer trust at the hands of fraudsters' scams. It's time for this to stop.



## What does the code recommend?

Enter the MEF Code of Conduct. It sets out best practices for everyone operating within the A2P SMS sector. It's based on 10 guiding principles on commercial, procedural and technical requirements, as well as an emphasis on consumer protection.

The Code of Conduct is extensive, but here are 5 quick pointers on what's not permitted:

1

SMS providers cannot knowingly carry unsolicited or fraudulent traffic. When they discover it, they need to take active steps to block it.

2

SMS providers must protect and secure their own network to ensure that Personal Data is secure, and that their network cannot be exploited through hacking, etc.

3

SMS providers should have a good understanding of regulations around the world and use reasonable efforts to ensure they comply with those rules.

4

SMS providers shall not knowingly create, operate or exploit SIM farms where SIM farms are outlawed or forbidden by the MNO.

5

Unless explicitly authorized/requested by the infrastructure owner or for regulatory reasons, SMS providers shall not knowingly manipulate/change the original SenderID of a message or populate a SenderID with fake or rotated numeric SenderIDs.

## Does my A2P SMS provider comply with the code?

As an enterprise business, it's critical to work with an A2P SMS provider that has your best interest at heart. There are two ways to tell if a provider has signed the Code of Conduct:

- **Messaging providers that comply with the code can carry the TEM badge.**
- **A full list of companies that have committed to stamping out fraud in the SMS industry can be found on the MEF website.**

Many A2P SMS providers are not fully committed to enterprise messaging trust. They are simply too busy to comply or unaware of the significant impact of fraud in the mobile messaging industry.

If your provider or one that you're considering working with hasn't signed the Code, can you trust them? Are you prepared to risk losing customers or incur more costs in the long run when your reputation is on the line?



## Why work with sinch?

**At Sinch, we're all about trust.** We're determined to tackle SMS fraud and **protect businesses and consumers.** We're an established thought leader and influencer organization within MEF and are committed to **underscoring trust in enterprise messaging.** Working closely with 30+ participants, signalling providers and messaging companies, our goal is to establish a global code of conduct to **mitigate the risk of SMS fraud and enforce the actions of industry players.**

As a global leader of A2P messaging, we're **dedicated to providing the highest quality SMS services** with our deep Tier 1 integrations around the world. You can **trust us to help you get started today.**



Established in 2000, the **Mobile Ecosystem Forum** is a global trade body that acts as an **impartial and authoritative champion** for addressing issues affecting the broadening global ecosystem. They provide their members with a **global and cross-sector platform** for networking, collaboration and advancing industry solutions. Please visit **mobileecosystemforum.com** for more information.

