

## Solution Specific Terms: Core Messaging Services

### 1. Email Messaging

#### Customer Responsibilities

Customer and its Authorized Users (as defined in the GTC's) must:

- Include accurate header information.
- Not use deceptive or generic subject lines or headers
- Give email recipients an opt-out method to unsubscribe. These opt-out requests must be honored within 10 business days. The opt-out mechanism must process opt-out requests for at least 30 days after the commercial e-mail is sent.
- Identify commercial email as an advertisement.
- Include a valid physical postal address.
- Not "harvest" email addresses from web sites or web services that have published a notice prohibiting the transfer of email addresses for the purpose of sending email.
- Not generate email addresses using a "dictionary attack" - combining names, letters or numbers into multiple permutations
- Not use scripts or other automated ways to register for multiple email or user accounts to send commercial email, and
- Not relay emails through a computer or network without permission

#### Thresholds

In addition to the above, our customers are expected to adhere to email deliverability best practices; to that end the thresholds below have been established to measure adherence and our customers are expected to stay within these limits.

**Certain mailbox service providers have specific requirements around spam complaints. The table below shows the most commonly used providers, but please be sure to review and understand the requirements of your recipients' providers.**

If these thresholds are exceeded, in accordance with the AUP ([https://www.opentext.com/file\\_source/OpenText/en\\_US/PDF/opentext-acceptable-use-policy.PDF](https://www.opentext.com/file_source/OpenText/en_US/PDF/opentext-acceptable-use-policy.PDF)), OpenText may take actions as we deem necessary in our discretion and accounts can be placed under review, suspended or terminated.

Spam Complaint Rate	Value*
Overall	< 0.1%
Google	< 0.3%
Yahoo	< 0.3%

Microsoft	< 0.4%
<b>Bounces</b>	
Soft Bounces	<= 10%
Hard Bounces	< 5%

*\*These thresholds may be updated without prior notice.*

## Opt-Out Requests

When applicable, this policy requires that our customers must have an active opt-out option and must respect opt-out requests in accordance with applicable laws, regulations, and this Policy.

## 2. SMS Messaging

### Customer Responsibilities

In accordance with the Telephone Consumer Protection Act (TCPA), the CAN-SPAM Act; the Communications Act of 1934, as amended; the Federal Trade Commission Act; and implemented regulations and decisions adopted by the Federal Communications Commission and Federal Trade Commission, and other privacy and data protection laws where applicable, SMS messages are subject to the same consumer protections as voice calls. Therefore, Authorized Users are required to comply with applicable laws, and carrier requirements when sending text messages, including but not limited to the following:

- Obtaining prior electronic, written or recorded verbal consent before making any text-message contact with a recipient.
- Clearly disclosing the recipient agrees to be contacted in the future by Authorized User via text message. After a recipient opts-in, Authorized User shall respond with a confirmation message and such response shall comply with applicable laws, carrier requirements, and any applicable requirements under the Cellular Telecommunications and Internet Association (CTIA).
- Maintaining recipients' consents for at least four (4) years from that date in which it was given.
- Only sending text messages to legally acquired, opted-in numbers.
- Only sending text messages between 8 a.m. and 9 p.m. in the time zone the recipient is in, unless they have specifically opted to receive messages beyond these hours.
- Retaining records of communications made via text messages; and
- When applicable, customers will allow recipients to opt-out of text messages. After recipients opt-out, Authorized Users shall maintain a record of opt-outs to prevent such recipients from receiving any additional text message, phone calls or emails. Authorized Users will confirm the opt-out with one final message to the recipient who opted-out.

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The Information Company

Carrier Liability - Carrier does not guarantee that all messages will be delivered and will not be liable for delayed or undelivered messages.

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275 Frank Tompa Drive Waterloo, ON N2L 0A1 | Phone: 519-888-7111 | Fax: 519-888-0677 | 247-000027-001