



PROCEDURES FOR ASSIGNING AND MANAGING SHORT CODES IN RWANDA

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Background

• Short codes are special telephone numbers, significantly shorter than full telephone numbers, that can be used to deliver voice and text.

Short codes are designed to be easier to read and remember than normal telephone numbers and are assigned for the provision of emergency related services, customer care services other value added services like USSD(Unstructured Supplementary Service Data)

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Short Code structure

- For the purpose of keeping the short codes easy to remember while having enough range for various services, the Short codes have been designated to be a minimum of 3 digits(234) and maximum of 4 digits(5678) depending on the type of application or service.

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CATEGORIES OF SHORT CODES

- A. Emergency and General public services codes
- B. Internal operators network codes
- C. Cross-network codes
 - 1. Commercial
 - 2. Non-commercial

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A. Emergency and General Public services

- The Short codes allocated for Emergency and general public services are 3 digits long from 100 – 199 and 900 – 999. These short codes are assigned and accessed free of charge and the same number must be used across all the networks for the same service.
- The Short code in this range can be allocated to government institutions if the service applied for is proven to have a character of safety and national interest. E.g. 112 Allocated to POLICE, 912 Allocated to Ambulances

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B. Internal Operators Network code

- These codes are allocated to the licensed operators for provision of promotions and value added services to their subscriber subscribers.
- The usage of these short codes and the associated charges is the responsibility of the telecom operators.

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C. Cross-network codes

- The Cross-network codes are allocated by RURA to individuals and entities upon successful submission of an application form.
- The code is uniquely assigned to each entity or application provider on condition of being accessible to the subscribers of all the licensed telecom operators.
- Cross network codes are subdivided into two:
 - Non Commercial Services
 - Commercial Services

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Non-Commercial Services

- These short code will be used for giving utility information or customer care services for the General public interest by government entities.
- Subscribers shall be charged depending on the short code assignee agreement with the telecom operators.
- If the service (voice or data) through these short codes are charged beyond the normal charges, then the service would be considered as commercial.

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• **Commercial Services**

- All other commercial services, the Short codes will be assigned to entities or individuals to provide Value Added Services, premium rate services or customer care.

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NEW PROCEDURES FOR SHORT CODE ASSIGNMENT AND MANAGEMENT

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Terms and condition for Short codes Allocation

1. The allocation of Short codes is done by (RURA) upon a successful submission of a duly completed application form together with all necessary documents and information indicated in the application form.

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Terms and Condition Con'd

2. The applicants for Short codes must be a duly registered entity to operate the business applying for in the Republic of Rwanda and shall be responsible for the service provided.
3. No service provider shall provide any services other than those specified during the application using the assigned short code.
4. The Short code is uniquely assigned to each application or service approved by RURA and must be commonly used on the networks of the all licensed service providers.

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Terms and Condition Con'd

5. Short codes assigned to entities for cross-network services for both commercial and non-commercial purpose shall be for the duration of the program proposed to offer and for a maximum of twelve (12) months.
6. Short code assignee wishing to renew the authorization to use the short code shall apply for renewal not later than 31st March of the following year.

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Terms and Condition Con'd

7. Services falling under other regulated sectors like Media content or Value Added Services like mobile money, internet banking etc. must comply with the related applicable laws.

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Terms and Condition Con'd

8. When promoting a Short code service, the assignee should ensure that the advertising is clear and evident regarding all terms and conditions associated with participating in the service.
9. At all times, the Short Code assignee must inform consumers of the cost of sending and/or receiving a text message to the Short Code.

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Terms and Condition Con'd

10. Short codes for Emergency and General Public interest shall be free of all charges
11. The assigned short code is not transferable and any such transfer of the short code shall be void and the code so transferred shall stand cancelled.
12. Short code can be surrendered to RURA, and in such case no allocation/annual fee would be refundable.

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Terms and Condition Con'd

13. RURA reserves exclusive right and authority to change the code and allocation procedures from time to time or apply additional conditions of use to an allocation if it is considered to be of national interest or for an efficient usage of numbering resources.

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SHORT CODE APPLICATION AUTHORIZATION AND ANNUAL FEE

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1. All applications for short code shall be subject to a one time application fee of FRW 25,000. A proof of payment of the application fee shall be submitted along with the documents mentioned in Section 3.1 of the Procedures.

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2. Short codes for Emergency and General Public interest shall be free of both application and annual fee and strictly used on non-commercial basis.
3. Short codes assigned to entities for cross-network commercial and non commercial purposes shall be charged annual fee as shown in the table below:

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Category	Author. charges(USD)	Type of service
VAS	1000	e-applications
USSD	1000	Internet banking, e-business
Customer Information Service	200	General information, customer care service, help line

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4.A short code granted for a period less than one (1) year shall be subjected to the same application as mentioned in Section 4.1.

The annual fee shall be computed on the base of the license duration rounded to the upper number of months with a minimum fee corresponding to two (2) months.

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5. Terms and condition for the withdrawal of the Short code

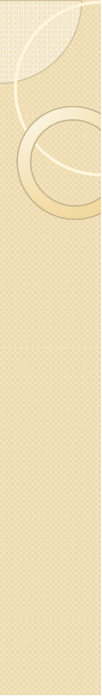
Numbers or codes allocated may be withdrawn due in any of the following situations:

Numbers or codes allocated may be withdrawn due in any of the following situations:

1. There is a serious or repeated breach of terms and conditions set forth for use of the codes,
2. The Short code is not brought into services within three (03) months from the date of assignment.
3. The withdrawal is necessary to ensure fair competition,

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4. Regional or international harmonization necessitates such withdrawal,

5. There is a need to effect a change in the National Numbering Plan,

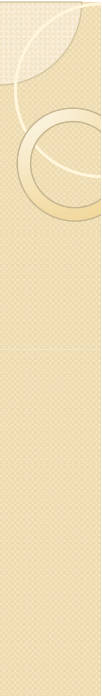
6. There is a violation of any of the provisions of the laws or regulations in force.

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IMPLEMENTATION OF THE PROCEDURES

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- All short codes assignees shall be given until 30 November 2011 to formally apply and submit all required documents.
 - The Short codes assignees wishing to change the short code and be given short codes of preference are invited to apply so.
 - Failure to comply with the new procedures by 30 Nov. 2011, the short code will be withdrawn and assigned to others.

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