

SmsItaly.Com's Anti-Spamming Policy

- Spamming is the sending of unsolicited commercial communications. SmsItaly.Com believes that spamming puts all the actors in the wireless industry at risk. SmsItaly.Com does not accept spamming traffic; evidence of a client sending spamming will entail immediate suspension of the service and/or termination of the contract between that client and SmsItaly.Com .
- No SMS messages must be sent to a mobile subscriber without having previously obtained her/his consent.
- SmsItaly.Com's clients need to set up a simple and inexpensive opt-out procedure allowing mobile subscribers to stop receiving SMS messages when they no longer wish to.
- SmsItaly.Com's clients must at all times comply with applicable laws and regulations concerning the collection, processing and use of personal data.
- SMS messages related to marketing campaigns must at all times unequivocally indicate who is sending them and clearly indicate the price of the service promoted in accordance with advertisement legislation.
- SmsItaly.Com strongly recommends that clients adhere to at least one direct marketing code of practice. In any case, the text or images displayed must not be misleading, and must straight forwardly describe or illustrate the services offered.
- Breach or suspected breach of this anti-spamming policy will cause immediate suspension of the service. If the breach is evident, client's contract will be terminated immediately. SmsItaly.Com also reserves the right to initiate legal proceedings against the sender.
- SmsItaly.Com is convinced that building a trust-based relationship between mobile subscribers, network carriers and service providers is paramount to the success of the wireless industry. This policy will be interpreted in accordance with this principle.