

Text Messaging: Know Your Short Codes

Text messaging short codes are unique numbers that are associated with a particular brand or campaign (eg. 436501 or IDOL01 was the Canadian Idol short code for voting). Premium text messages, or short codes, are numbers to which a text message can be sent. They are typically shorter than the ten digit wireless phone numbers used to send text messages from one individual to another. A text message addressed to a short code is received by a web-based application instead of another cellular number. These text messages allow customers to receive specialized content and participate in interactive promotions and games. Common short codes are generally associated with a particular brand or campaign and are common for all Canadian carriers.

While some short codes are free to use, such as SaskTel's short code 43210, many carry premium charges over and above a customer's regular text messaging package. Charges are billed through the subscriber's cellular carrier.

The amount charged is up to the program provider to decide and customers are informed of the price of sending a text to the short code when the campaign is promoted. Customers will also be notified of the additional charge before sending an entry to a premium number. Customers who subscribe to monthly subscriptions that send a "Joke a Day" or answers from "Ask Me Now" can range in price from \$.50 per message received to \$5.00 for messages sent.

Short code users can "opt-out" or decline to continue receiving messages from the short code by texting the appropriate key word to the application. Users must use the "opt-out" key word(s) that were identified at the time of subscribing to the short code. Key words differ depending on the short code; however, they typically include any or all of the following key words: STOP, CANCEL, TERMINATE, UNSUBSCRIBE, or END. If the user is unsure of the key word, it is recommended they visit the short code provider's website for information.

Terms and conditions for each individual short code program can generally be found through the short code provider's website. Current short code programs being offered and links to information about each program, including how to subscribe to or stop service, can be found at www.txt.ca.



WireWatch® and Inside Wire

SaskTel would like to remind our customers that we provide basic telephone service to a single point on a premise and that the premise owners are responsible for the cost and maintenance of their inside wiring.

Customers must ensure all telephone wiring and jacks are CSA (Canadian Standards Association) approved and placement of all wire conforms to the Canadian Electrical Code. On construction of all new single dwelling buildings, customers are responsible for providing an access hole from the inside of their premise to the area

near the power meter, the ground wire from the main building grounding system to the main telephone service connection box, and a wooden backboard for the mounting of the telephone service connection box if required.

WireWatch® is an optional maintenance plan for SaskTel single line residential subscribers covering the "simple wire" portion of inside wire and jacks in residential homes. For more information on Wire Watch please call SaskTel, toll free, at 1-800-727-5835.

National “Do Not Call” List

Canadians may sign up to reduce the number of telemarketing calls they receive by registering their home phone, cellular or fax number on the National Do Not Call List (NDNCL). Telemarketers have 31 days in which to stop calling after a number is registered. In April 2009, the CRTC changed the duration of existing and future numbers registered on the NDNCL to be five years. Customers are able to deregister during that period if they decide they wish to receive calls. Registration must be renewed every five years.

For information about the NDNCL, or to register or file complaints about telemarketers, go to their website at www.LNNT-NDNCL.gc.ca, or call their toll free number 1-866-580-3625. Hearing impaired customers should call 1-888-362-5889. You must be calling from the number you would like to register on the NDNCL. SaskTel is not authorized to register a customer on the NDNCL, nor file a complaint on behalf of a customer, nor does SaskTel make Do Not Call requests.

Registering on the NDNCL will reduce but not eliminate telemarketing calls and faxes. Certain kinds of

telemarketing calls and faxes are exempt from the NDNCL including: those made by or on behalf of registered charities seeking donations, newspapers looking for subscriptions, political parties and their candidates, non-party candidates, and companies with whom you have an existing business relationship.

Telemarketers making exempt calls must still maintain their own Do Not Call Lists. If you do not want to be called by these telemarketers, you can ask them directly to be put on their internal Do Not Call List. They are obligated to do so within 31 days.

The Canadian Radio-television and Telecommunications Commission (CRTC) will investigate complaints and can penalize telemarketers found to be in violation of the Unsolicited Telecommunications Rules, which include the Telemarketing Rules, NDNCL Rules and Automatic Dialing and Announcing Device Rules.

SaskTel encourages all our customers to explore the options and limitations of the new National Do Not Call List at: <http://www.LNNT-NDNCL.gc.ca>

SaskTel Calling Card: Telephone Card Usage

When using your SaskTel *Calling Card* to make a long distance call within Canada or the U.S., please remember to begin the call with the calling card access number, 1-888-934-8888, to ensure you receive the best possible rate. Should you ever encounter problems using this access number, call the number found on the back of the calling card 1-888-999-8797 for assistance. If you would like information on long distance plans please call SaskTel at 1-800-727-5835.

Lost or Stolen Cards

SaskTel *Calling Card* customers can choose their own Personal Identification Number (PIN), making it easy to remember the number, and providing additional security if cards are lost or stolen. If your SaskTel *Calling Card* is lost or stolen, please call 1-888-999-8797 (within North America) immediately as cardholders are liable for all charges incurred until their loss has been reported.



Overseas Destinations

Are you planning any overseas travel? If so, SaskTel encourages you to use the Canada Direct service when making long distance calls in another country. Using Canada Direct with your SaskTel *Calling Card* to place calls while overseas, will provide billing at Canada Direct rates, including a \$2.99 per call surcharge. To request a Canada Direct Wallet Card, please call SaskTel at 1-800-727-5835.

Working with SaskTel

SaskTel has implemented a new procurement process for purchases of \$5000.00 or more, to ensure all vendors are aware of opportunities to partner with SaskTel. All procurement opportunities are now posted on the sasktel.com website located in the “About Us” section. SaskTel proudly supports Saskatchewan suppliers and vendors and in 2008 spent over \$390 million in the province.