

**SMSRay** by Lacspace Corporation Pvt. Ltd.

Legal Centre · Controlled legal document

LEGAL · MESSAGING RULES

Acceptable Use Policy

What you may and may not send through SMSRay, and what happens when the rules are broken.

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AT A GLANCE

A plain-language summary. It is not legal advice; if it differs from the full text below, the full text applies.

- Send messages people expect and asked for. No spam, phishing, scams, impersonation, gambling, illegal goods or harassment.
- Send only messages that match a template we approved, and only the message types your plan allows.
- Use OTP for real verification only, and don't try to get around our limits or resell SMSRay without our written agreement.
- We can block messages, disable keys or suspend workspaces that break these rules, sometimes without notice.
- Received a suspicious message sent through SMSRay? Report it to abuse@lacspace.com.

1. Purpose

- 1.1** SMSRay is a product of **Lacspace Corporation Pvt. Ltd.** ("Lacspace", "we", "us" or "our"), a company registered in India (CIN U46511DL2025PTC079972, RoC-Delhi) and registered in Nepal (Reg. No. 377566/82/83, PAN 622468837).
- 1.2** SMSRay delivers messages to people's phones through mobile network operators in Nepal. Misuse harms recipients, damages trust in SMS as a channel and can affect the delivery of every customer's messages. This Acceptable Use Policy (the "Policy") applies to every account, workspace, API key and message, and forms part of our [Terms of Service](#).

2. Prohibited content

- 2.1** You must not send messages that contain, promote or link to:
 - **Phishing and smishing:** messages designed to trick people into revealing passwords, PINs, OTP

codes, card or bank details, or into installing malicious software.

- **Fraud and scams:** fake prizes, lotteries, investment schemes, advance-fee requests, fake job offers, fake delivery or payment notices, or debt collection scams.
- **Impersonation:** pretending to be a bank, wallet, government body, telecom operator, courier, another business or a person, or using a name or brand you are not authorised to use.
- **Gambling and betting,** unless you hold every licence the law requires and we have approved the use case in writing.
- **Illegal goods and services:** drugs, weapons, counterfeit goods, stolen data, unlicensed financial or medical products, or anything else unlawful where you or the recipient are.
- **Harassment and hate:** threats, abuse, stalking, bullying, hate speech or content that incites violence.
- **Adult or sexually explicit content,** and any content that sexualises minors, which we report to authorities.
- **Malware** or links to sites that distribute it, and URL shorteners used to hide where a link goes.
- Content that infringes someone else's intellectual property or privacy.

3. Prohibited uses

- **Spam:** unsolicited bulk or commercial messages, or messages to numbers that were bought, rented, scraped, harvested or randomly generated.
- **Sending without consent:** messaging any number whose owner has not agreed to hear from you, or who has asked you to stop. See our [Anti-Spam Policy](#).
- **OTP and verification abuse:** using the OTP endpoints for anything other than verifying a real user of your own service; sending marketing in OTP messages; triggering codes in bulk to annoy or flood a number ("SMS bombing"); or helping others bypass another service's verification, for example by creating fake or bulk accounts.
- **Unauthorised resale:** reselling, sub-licensing or white-labelling SMSRay, or sending messages on behalf of third parties as an SMS reseller, without our written agreement.
- **Unapproved content:** sending, or trying to send, a custom message that does not match a template SMSRay has approved, altering an approved template's meaning through variable content, or sending promotional messages on a plan that does not allow them.
- **Circumventing limits:** spreading traffic across many workspaces, keys or accounts to bypass rate limits, OTP limits or per-number limits, or disguising the type of message you are sending.
- **Misleading senders:** hiding who you are, or sending messages that cannot be traced back to your business.
- **Interfering with the Service:** attacking, overloading, probing or reverse engineering the Service or our delivery infrastructure.
- Any use that breaks the law or a regulator's requirement that applies to you, the recipient or Lacspace.

4. Your obligations

- Keep records of how and when each recipient gave consent, and provide them to us on request.
- Make sure every message clearly identifies your business.
- Honour opt-out requests promptly and stop messaging anyone who asks you to stop.
- Keep message content accurate and relevant to the relationship you have with the recipient.
- Tell us promptly if you discover that your account or API keys have been used to send prohibited messages.

5. Enforcement

- 5.1** We monitor the Service for abuse using signals such as complaints, recipient replies, sending patterns and rate-limit events. We do not need to review every message, but we may review content and metadata to investigate suspected abuse.
- 5.2** If we believe this Policy has been broken, we may, at our discretion and with or without notice: refuse or stop messages; reject templates or withdraw template approval; restrict the message types your workspace may send; disable API keys; suspend or close the account or workspace; decline to refund unused SMS and top-ups to the extent permitted by law; and report the matter to network operators or authorities.
- 5.3** Where it is safe and lawful to do so, we will tell you what happened and give you a chance to respond. Repeated or serious breaches lead to permanent termination.

6. Report abuse

- 6.1** If you received a message sent through SMSRay that you believe breaks this Policy, email abuse@lacsapace.com with the number or sender name it came from, the date and time, and the message text (a screenshot is helpful). Please do not forward any OTP codes you received.
- 6.2** Security vulnerabilities should be reported to security@lacsapace.com.

7. Changes

- 7.1** We may update this Policy as threats and laws change. The version and effective date at the top show when it last changed.

DOCUMENT CONTROL

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