

**SMSRay** by Lacsapace Corporation Pvt. Ltd.

Legal Centre · Controlled legal document

LEGAL · MESSAGING RULES

Anti-Spam Policy

How to message people with consent: transactional versus promotional, template approval, sender identification and opt-outs.

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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.

- Only message people who gave you their number and expect to hear from you.
- Transactional messages (OTP, receipts, order updates) must be about something the person did. Promotional messages need clear opt-in consent and are available on Enterprise only.
- Every custom message must use a template SMSRay has approved. We can reject or withdraw approval of any template.
- Always say who you are, and stop when someone asks you to stop.
- Automatic STOP handling is coming soon. Until then, you must record and honour opt-out requests yourself.

1. Our approach

- 1.1** SMSRay is a product of **Lacsapace Corporation Pvt. Ltd.** ("Lacsapace", "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 has zero tolerance for spam. Every message sent through the Service must be one the recipient has agreed to receive or reasonably expects. This Anti-Spam Policy forms part of our [Terms of Service](#) and [Acceptable Use Policy](#).

2. Consent

- You must have the recipient's permission, or another lawful basis, before you send them a message.
- Consent must be given by the person who owns the number, freely and for the kind of messages

you send. A number given for order updates is not consent to marketing.

- Bought, rented, shared, scraped or generated number lists never count as consent.
- Consent does not transfer between businesses or brands, even within the same group, unless the recipient was clearly told.
- Keep a record of when, where and how each person gave consent, and produce it if we or a regulator ask.

3. Transactional and promotional messages

- 3.1 Transactional messages** are triggered by something the recipient did or by an existing relationship: verification codes, sign-in alerts, payment receipts, order and delivery updates, appointment reminders and account notices. They must not contain marketing.
- 3.2 Promotional messages** advertise or promote a product, service, offer or event. They require clear, opt-in consent for promotional messages specifically, and must include a way to opt out.
- 3.3** Starter and Business plans are for OTP and transactional SMS only. Promotional SMS is available only on Enterprise plans, using templates SMSRay has approved for promotional use. Campaign tools are not part of the Service today. Lacspace may restrict a workspace to particular message types, and you must not describe a message as transactional to avoid the rules for promotional ones.

4. Template approval

- 4.1** Every custom message must use a template approved by SMSRay before it can be sent. Messages that do not match an approved template are refused. OTP codes sent through the OTP API use SMSRay's built-in template.
- 4.2** Submit a template for each kind of message you send, with placeholders for the parts that change (such as a name, amount or order number). Variable content must not change the template's meaning or type, or be used to insert links, offers or content that was not approved.
- 4.3** We aim to review templates within one business day. This is a goal, not a guarantee.
- 4.4** We may reject a template, or withdraw approval at any time, at our discretion, for example if it looks like spam, is misleading, contains prohibited content or is the wrong message type for your plan. Approval does not confirm that your messages are lawful or that you have consent to send them.

5. Identify yourself

- 5.1** Every message must make it clear who it is from, for example by starting with your business or app name. OTP messages sent through our OTP endpoint are branded with your app name automatically.
- 5.2** Messages must not be misleading about the sender, the purpose of the message or what happens when the recipient replies or follows a link.

6. Opt-outs

- 6.1 Recipients must be able to stop receiving messages from you easily and at no cost to them.
- 6.2 SMSRay will add automatic STOP handling soon. Until it is available, opt-outs are not processed automatically by SMSRay, and **you are responsible for recording and honouring every opt-out request yourself**, including requests made by replying to your messages, which you receive as inbound messages and webhooks.
- 6.3 Act on opt-out requests promptly, and do not send further messages, other than a single confirmation where appropriate, once someone has opted out.

7. Timing and frequency

- 7.1 Send messages at reasonable times for the recipient and at a frequency they would expect. Avoid sending non-urgent messages late at night or early in the morning.
- 7.2 Do not send repeated or duplicate messages. Use idempotency keys when retrying API requests so a recipient never gets the same message twice.

8. Legal and regulatory compliance

- 8.1 You must comply with all laws, regulations and directives that apply to your messages, including requirements issued by the **Nepal Telecommunications Authority** and other authorities in Nepal, consumer protection, privacy and electronic transactions laws, and sector rules that apply to your business (for example in banking, finance, health or education).
- 8.2 Where the law where you or the recipient are located sets stricter rules than this Policy, the stricter rules apply.

9. Enforcement and reporting

- 9.1 We investigate complaints and unusual sending patterns. Breaches of this Policy may lead to messages being blocked, template approval being withdrawn, keys being disabled or a workspace being suspended or closed, as described in our [Acceptable Use Policy](#).
- 9.2 To report spam sent through SMSRay, email abuse@lacsapace.com with the number or sender name it came from, the date, time and message text.

DOCUMENT CONTROL

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