

Date Effective: 8/8/23

Definitions

- **API:** The API integrates the Company's and/or Customer's Data Sets with the Customer's Text Message Routing Account (TMRA).
- **Carrier:** A carrier is a company such as AT&T and Verizon that provides cellular access to their customers. Such access includes SMS, TMS, and MMS text messaging delivery.
- **External Text Message Segment (ETMS):** ETMS shall be subject to and governed by the Terms and Conditions at <https://www.connectionsqt.com/supported-messages>
- **Internal Text Message Segment (ITMS):** ITMS shall be subject to and governed by the Terms and Conditions at <https://www.connectionsqt.com/supported-messages> and billed in the same manner as any MMS Message.
- **Message String:** Message strings are part of the new real-time, two-way conversational experience. A thread is a running, written-based conversation of a SMS, MMS, or IP Message transmitted to mobile numbers from one of the Company's cloud-based platforms.
- **Syniverse:** Syniverse is a telecommunications company of which one of many services they offer SMS, MMS, and IP based messaging. Syniverse is the only company that can provide connection to the private networks of the wireless carriers for 10DLC messaging.
- **Ten Digit Long Code (10DLC):** 10DLC is a term used in the industry to signify a standard local telephone line.
- **Text Message Routing Account (TMRA):** The TMRA is the account which gives the Customer the ability to send and receive text messages. The TMRA services include, but are not limited to, registering the Customer with text routing and oversight entities, account management as outlined in the Service Level Agreement (SLA) (<https://www.connectionsqt.com/service-level-agreement>), and on-going compliance support. The TMRA also includes the User Interface (UI), the Mobile App, and the Data Repository, as well as the Company/Customer specific API, which includes Data Sets
- **Text Message Routing Platform (TMRP):** The TMRP is the ConnectionsGT platform which, after the TMRA and the API are integrated, is used to send and receive messages.
- **Toll Free Number (TFN):** TFN indicates numbers that begin with the following three-digit codes: 800, 888, 877, 866, 855, 844, or 833. TFN numbers are generally referred to as "toll free" because the person making the call to a TFN isn't charged.