



[ANNOUNCEMENT]

**IMDA anti-phishing
recommendations regarding
embedded hyperlinks in SMS**

REFERENCE WORKFLOW DECK.

IMDA anti-phishing ANNOUNCEMENT on all our SMS websites

Please note that all common URLs in our SMS list to be blocked by service provider

(eg; **bit.ly, wa.me, wa.link, facebook.com, myweb.sg, propertyguru.com.sg, tinyurl.com, cutt.ly, shorturl.at, srx.com.sg, srx.sg, fb.watch, youtube.com, tu.be, etc.,**).

4 SIMPLE STEPS TO WORK AROUND...

Recommended Workflow (part 1)

SMS Creating ▲ Please key in SMS Title, Message and Unsub Number.

[ANNOUNCEMENT] IMDA anti-phishing recommendations regarding embedded hyperlinks in SMS
Dear Customers,
To comply with IMDA anti-phishing recommendations, Amicus will only support hyperlinks with our own shortener link. We have designed a shortener to point your link via our domain.

[Click here to create shortener link](#)

Sender Mobile:
▲ (Max 8 numbers)

Message Title:
▲ (Max 11 Characters : Only alphabetical and number)

Message:
▲ 1 SMS @142 Characters, Max 2 SMS @288 Characters
Chinese SMS strictly 70 characters only.
Do not add <ADV> and .UN<NUMBER> in your message. It will be added automatically.
70 characters = 2 SMS price.
, ^, {, |, ~, \, } , " and] will be charged as 2 chars

▲ Pls do not add your Hyperlinks in SMS message content.

If your SMS contain chinese words, please check the checkbox below FIRST before typing your message.
 Chinese characters 18 / 306

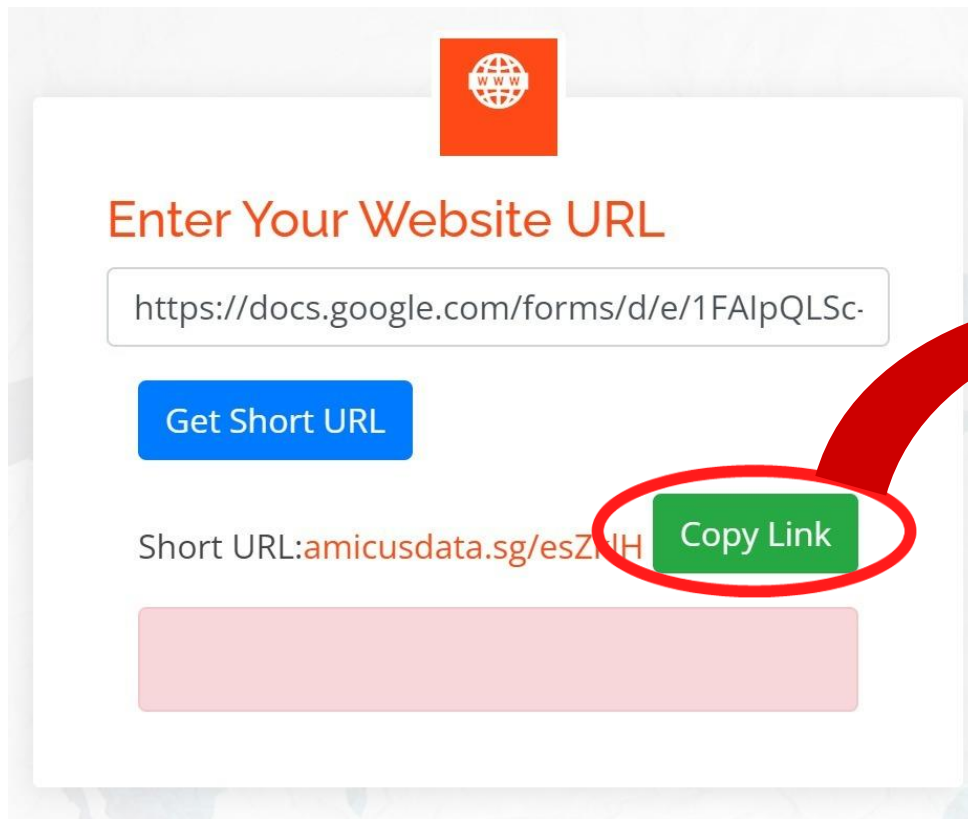
New Launch Link:
▲ Copy the link and paste it in the message box.

Unsub Mobile:
▲ Recipient will reply to this number to unsub.

- Copy ur Website URL and click on the **‘Click here to create Shortener Link’**
- Paste the URL in the box within and click **‘Get Short URL’**

Enter Your Website URL

Recommended Workflow (part 2)



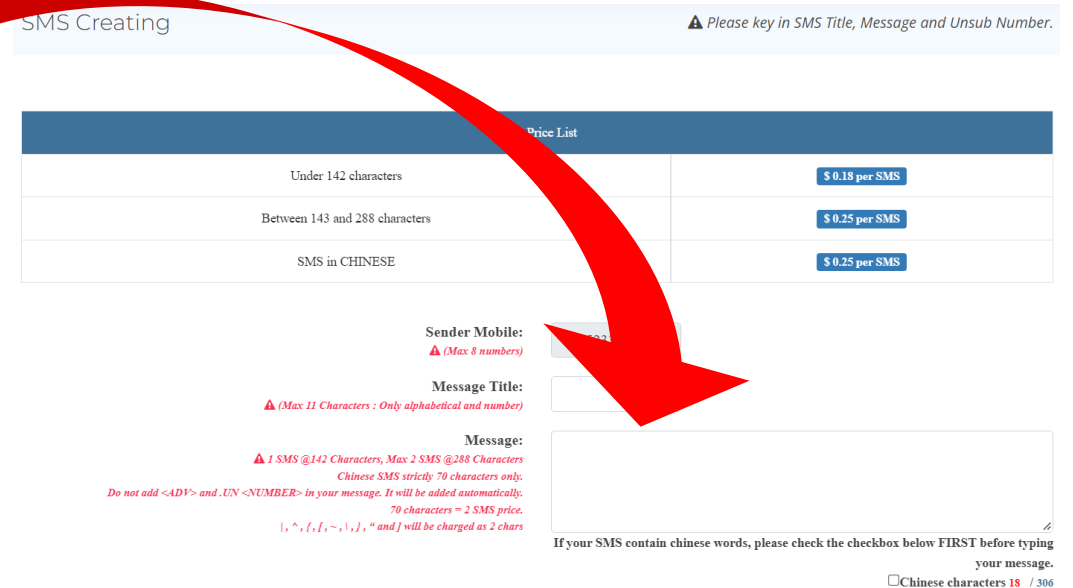
Enter Your Website URL

<https://docs.google.com/forms/d/e/1FAIpQLSc->

Get Short URL

Short URL: amicusdata.sg/esZjNH **Copy Link**

- Click on the **'Green Copy Link Button'**
- **'Right Click'** and paste the Shortened Link in the Message text box within.



SMS Creating ▲ Please key in SMS Title, Message and Unsub Number.

Price List	
Under 142 characters	\$ 0.18 per SMS
Between 143 and 288 characters	\$ 0.25 per SMS
SMS in CHINESE	\$ 0.25 per SMS

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Message Title: ▲ (Max 11 Characters : Only alphabetical and number)

Message: ▲ 1 SMS @142 Characters, Max 2 SMS @288 Characters
Chinese SMS strictly 70 characters only.
Do not add <ADY> and .UN <NUMBER> in your message. It will be added automatically.
70 characters = 2 SMS price.
, ^, {, (, -, , , " and] will be charged as 2 chars

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Chinese characters 18 / 306