

CHANNELS	CHANNEL PROVIDERS POLICIES & TERMS OF USE
WhatsApp	<ul style="list-style-type: none"> <li>a. WhatsApp Legal Policy: <a href="https://www.whatsapp.com/legal/?fbclid=IwAR34BYfetj0H0mHnCNAYSVa7GAbmcv0Wc_hhc9YvOki11452AFGsjKrMdixQ">https://www.whatsapp.com/legal/?fbclid=IwAR34BYfetj0H0mHnCNAYSVa7GAbmcv0Wc_hhc9YvOki11452AFGsjKrMdixQ</a></li> <li>b. WhatsApp Commercial policy: <a href="https://www.whatsapp.com/legal/commerce-policy/?fbclid=IwAR1at_2-MhWrP1H1BF1gcYI38QaMgSzShYjIFYNmY8sm4UMaZ5zd3V4SApQ">https://www.whatsapp.com/legal/commerce-policy/?fbclid=IwAR1at_2-MhWrP1H1BF1gcYI38QaMgSzShYjIFYNmY8sm4UMaZ5zd3V4SApQ</a></li> <li>c. WhatsApp Business Policy: <a href="https://www.whatsapp.com/legal/business-policy?fbclid=IwAR2ePRxyvixUxug-CNmu0vJvxYIAwfT-ZHzdsl0EWrk3wsyfPPw1RCP4NiM">https://www.whatsapp.com/legal/business-policy?fbclid=IwAR2ePRxyvixUxug-CNmu0vJvxYIAwfT-ZHzdsl0EWrk3wsyfPPw1RCP4NiM</a></li> <li>d. Business Verification: <a href="https://developers.facebook.com/docs/development/release/business-verification">https://developers.facebook.com/docs/development/release/business-verification</a></li> <li>e. Display Name Guidelines: <a href="https://www.facebook.com/business/help/757569725593362">https://www.facebook.com/business/help/757569725593362</a></li> <li>f. Unauthorized use of automated or bulk messaging on WhatsApp <a href="https://faq.whatsapp.com/general/security-and-privacy/unauthorized-use-of-automated-or-bulk-messaging-on-whatsapp?fbclid=IwAR1bvGLPfhcXmn4bHsWzegg1K8tc7PX0alsDFVuE3XwRTKfjkmLXehSkCcY">https://faq.whatsapp.com/general/security-and-privacy/unauthorized-use-of-automated-or-bulk-messaging-on-whatsapp?fbclid=IwAR1bvGLPfhcXmn4bHsWzegg1K8tc7PX0alsDFVuE3XwRTKfjkmLXehSkCcY</a></li> <li>g. WhatsApp's conversation categories definitions: <ul style="list-style-type: none"> <li>(i) Utility Conversation: Facilitate a specific, agreed-upon request or transaction or update to a Target Audience about an ongoing transaction, including post-purchase notifications and recurring billing statements</li> <li>(ii) Authentication Conversation: Enable businesses to authenticate Target Audience with one-time passcodes, potentially at multiple steps in the login process (e.g., account verification, account recovery, integrity challenges)</li> <li>(iii) Marketing Conversation: Include promotions or offers, informational updates, or invitations for Target Audience to respond / take action. Any conversation that does not qualify as utility or authentication is a marketing conversation.</li> <li>(iv) Services Conversation: All Target Audience-initiated conversations will be categorized as service conversations, which help Target Audience resolve enquiries</li> </ul> </li> </ul>
LINE	<ul style="list-style-type: none"> <li>Terms of Use for LINE Business ID : <a href="https://terms2.line.me/business_id_terms?lang=en">https://terms2.line.me/business_id_terms?lang=en</a></li> <li>LINE Terms and Conditions of Use : <a href="https://terms.line.me/line_terms?lang=en">https://terms.line.me/line_terms?lang=en</a></li> <li>LINE Privacy Policy : <a href="https://line.me/en/terms/policy/">https://line.me/en/terms/policy/</a></li> </ul>