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# Office of Utilities Regulation

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Determination Notice

## JAMAICAN COMMON SHORT CODE SCHEME

2017 September 04



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**OFFICE OF UTILITIES REGULATION**

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West Indies

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## DOCUMENT TITLE AND APPROVAL PAGE

1. **DOCUMENT NUMBER:** 2017/TEL/005/DET.003

2. **DOCUMENT TITLE:** Jamaican Common Short Code Scheme

### 3. PURPOSE OF DOCUMENT

The document sets out the determinations of the Office of Utilities Regulation concerning the *Jamaican Common Short Code Scheme*. It also provides responses to comments raised by respondents to the *Notice of Proposed Rulemaking* on the *Jamaican Common Short Code Guidelines & Value-added Services Rules*.

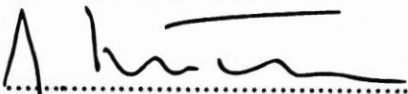
### 4. ANTECEDENT PUBLICATIONS

Publication Number	Publication Title	Publication Date
2015/TEL/005?NPR.001	Jamaican Common Short Code Guidelines & Value-added Services Rules Notice of Proposed Rulemaking	2015 June 15
TEL2012002_CON003	Jamaican Common Short Code Scheme Second Consultation Document	2012 November 19
TEL2012002_CON002	Jamaican Common Short Code Scheme Consultation Document	2012 March 23

### 5. Approval

This document is approved by the Office of Utilities Regulation and the decisions therein become effective on (date)

On behalf of the Office:



Joseph M. Matalon  
**Chairman**

2017 September 4.....  
**Date**

## **Abstract**

Pursuant to Section 8 of the Telecommunications Act (the “Act”), the Office of Utilities Regulation (the Office/OUR) has been assigned the function of Jamaican National Numbering Plan Administrator with specific responsibility for the management and administration of numbering resources to be used in relation to telecommunications services provided by carriers and service providers as prescribed in said Act.

This Determination Notice sets out the views of the Office in relation to the Jamaican Common Short Code Scheme that will be used by entities seeking to provide Value-added Services. It also lays down the specific features that are to be utilised with the scheme so as to ensure consumer protection, price transparency and limit any potential confusion to end-users utilising Value-added Services.

The document also highlights instances in which the OUR has reconsidered or revised its position as a result of comments submitted in response to the Notice of Proposed Rulemaking dated 2015 June 15.

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## PART I

### Chapter 1: Introduction and Background

- 1.1. Pursuant to Section 8 of the Telecommunications Act (the “Act”), the Office of Utilities Regulation (the “OUR/Office”), as the National Numbering Administrator, undertakes the primary administrative functions relating to the allocation, assignment and utilization of numbering resources for the provision of telecommunications services in Jamaica. Accordingly, the OUR is responsible for the development and management of the Jamaican National Numbering Plan<sup>1</sup> (“JNNP”). The JNNP establishes the type, format and quantity of telecommunications numbers that the Office has determined to be available for allocation and assignment. The OUR is also responsible for the development of the Administrative Numbering Rules and Number Assignment Guidelines that will govern the way numbering resources are assigned, used and maintained within Jamaica.

#### **First Consultation Document**

- 1.2. The OUR issued the first consultation document on the Jamaican Common Short Code Scheme entitled “Jamaican Common Short Code Scheme Consultation Document” (Document No: TEL2012002\_CON002) on 2012 March 23 (“First Consultation Document”). Comments were received from:
  - Digicel (Jamaica) Ltd. (Digicel)
  - Cable & Wireless Jamaica Ltd. (C&WJ formerly t/a C&WJ)
- 1.3. Digicel’s response to the First Consultation Document is entitled “OUR – Jamaican Common Short Code Scheme Consultation Document Response” dated 2012 May 2. C&WJ’s response is entitled “LIME’s Response to the OUR Consultation Document on Jamaican Common Short Code Scheme” dated 2012 May. C&WJ also issued a response entitled “LIME’s Comment on Responses to the OUR’s Jamaican Common Short Code Scheme Consultation” dated 2012 May 16, in relation to the responses the OUR received from the Industry on the First Consultation Document.
- 1.4. The First Consultation Document sought to frame the critical issues surrounding the use of special services and craft a numbering regime in response to the particular challenges the OUR had experienced earlier when it was seeking to formulate the

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<sup>1</sup> The Jamaican National Numbering Plan Determination Notice (Document No. Tel 2003/10) dated 2003 November.

JNNP. These challenges included the fact that at the time, the industry was not in a position to assist the OUR in determining what special services it should cater for under the JNNP nor the likely demand that should be catered for under the numbering scheme.

- 1.5. The document therefore sought to explore the potential services that could be offered by mobile service providers, in light of the rapid evolution of mobile technologies and the attendant socio-economic norms, such as the use of mobile phones for commercial and financial transactions.
- 1.6. The document also explored the nature of Premium Rate and Value-added Services and the impact that they have had on the demand for numbering resources, and the increasing use of special “Common Short Code” numbering resources. Common Short Codes are digit strings, typically of 4-6 digits in length that may be used to access Premium Rate and Value-added services over public networks.
- 1.7. The document also examined the regulatory implications for Premium Rate and Value-added services including:
  - The provision of access for third party providers;
  - Interoperability of services between interconnected networks and between service providers;
  - Prescription of services and the legal requirements for the same;
  - Legal issues relating to “content”;
- 1.8. Additionally, the consultation addressed administrative issues, such as:
  - Tariff transparency
  - Prevention of abuse
  - Spam control
  - Protection against certain types of content
  - Complaint and redress mechanisms
  - Creation of and facilities to implement barring measures.

### **Second Consultation Document**

- 1.9. The OUR issued a second consultation document entitled “Jamaican Common Short Code Scheme Second Consultation Document” (Document No: TEL2012002\_CON003) dated 2012 November 19 (“Second Consultation Document”) and received responses from Digicel and C&WJ.

- 1.10. Digicel's response to the Second Consultation Document is entitled "OUR – Jamaican Common Short Code Scheme Second Consultation Document Response" dated 2013 January 4, (Digicel's Response). C&WJ's response to the Second Consultation document is entitled "LIME's Response to the OUR Second Consultation Document on Jamaican Common Short Code Scheme" dated 2013 January 4 (C&WJ's Response).
- 1.11. The Second Consultation Document provided responses to comments by Digicel and C&WJ on 'consultation questions' in the First Consultation Document. The responses sought to clarify the OUR's position on a number of issues and present further proposals or revise earlier expressed views.
- 1.12. In the Second Consultation Document, the OUR expressed its views on the necessity for interoperability of Premium Rate and Value-added Services across circuit-switched and IP-based networks, and the need for equitable access regimes, as a means of limiting anti-competitive behaviour by mobile carriers and encouraging innovation.
- 1.13. The OUR highlighted the need for non-traditional service providers to be licensed in order for them to have direct access to numbering resources, receive proper regulatory supervision, as well as to facilitate interoperation with other licensed service providers. The OUR noted that the issue of the new service providers would be addressed through an amended licensing framework.
- 1.14. The OUR also proposed the establishment of a Code of Conduct to guide the use of short code numbering resources by service providers to provide Premium Rate and Value-added Services to the public.
- 1.15. On the question of the management of the short code resources, the OUR proposed that the responsibility remain under its purview, as Numbering Administrator pursuant to the Act. Further, the OUR expressed its intent to devise a numbering scheme that would cater to a variety of Premium Rate and Value-added services.
- 1.16. The OUR also considered the implications of recent amendments to the Act, in relation to interconnection, for entities seeking to supply Premium Rate and Value-added Services. The OUR noted that the new interconnection provisions would satisfy concerns raised by carriers in relation to interconnection for non-voice services which was not addressed in the principal Act.
- 1.17. Another critical consideration was the regulation of mobile content, which did not fall under the purview of the OUR. However despite not having jurisdiction on this issue, the OUR highlighted the fact that there was a need for consensus on how to ensure adequate protection in this area.
- 1.18. Additionally, the document considered the number range to be used for Premium Rate and Value-added Services in the light of what obtains in other jurisdictions and based on the fact that demand for these services is expected to come mostly from the mobile sector.

## **Notice of Proposed Rule Making (NPRM)**

- 1.19. The OUR issued a Notice of Proposed Rule Making (NPRM) entitled “Jamaican Common Short Code Guidelines & Value-added Services Rules” (Document No. 2015/TEL/005/NPR.001), dated 2015 June 15. Responses were received from Digicel and C&WJ.
- 1.20. Digicel’s response to the NPRM is entitled “Digicel’s Submission in Response to Consultation Document – OUR’s Notice of Proposed Rulemaking on Jamaican Common Short Code Guidelines and Value-added Services Rules” dated 2015 July 17 (“Digicel’s Response to the NPRM”). C&WJ’s response to the NPRM was entitled “LIME’s Response to the OUR’s Notice of Proposed Rulemaking for Jamaican Common Short Code Guidelines & Value-added Services Rules” dated 2015 July 15 (“C&WJ’s Response to the NPRM”).
- 1.21. The NPRM presented the OUR’s analysis of the operators’ responses to the Second Consultation Document. It also presented draft rules on Value-added Services (VAS) to define how these services should be operated as well as relevant measures for consumer protection (VAS Rules).
- 1.22. Additionally, the document contained (in its annexure) the OUR’s proposals for a formal set of guidelines for Common Short Codes to provide guidance to the OUR, Common Short Code Applicants and Common Short Code Holders with respect to the management, assignment, activation, and use of Common Short Codes. Given that all formal Jamaican “Number Assignment Guidelines” are appended to the Telecommunications Numbering Rules<sup>2</sup> and have the force of law, it was therefore necessary to consult with stakeholders through a NPRM regarding the adoption and implementation of the prospective Common Short Code Assignment Guidelines.
- 1.23. The OUR thanks C&WJ and Digicel for their participation in the consultations concerning the development of the Jamaican Common Short Code Scheme, and for their contributions through appropriate considerations of the issues and questions raised, and for the written comments and responses thereon.

## **Determinations on the Jamaican Common Short Code Scheme**

- 1.24. This Determination Notice, sets out the Office’s determinations on the Jamaican Common Short Code Scheme and takes into account the Consultation Documents, the NPRM, and the associated stakeholder responses. Notably, the document does not address the stakeholders’ comments on Part III of the NPRM, that is, the proposed VAS Rules. Those comments will be addressed in a separate document.

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<sup>2</sup> Telecommunications Numbering Rules Determination Notice (Document No. TEL 2009/02: DET/01 dated 2009 January 22

- 1.25. The Determination Notice presents the Office's decisions on a variety of issues in relation to the Jamaican Common Short Code Scheme only and adopts the principles and procedures, in the form of guidelines, the Common Short Code Assignment Guidelines (the Guidelines) that will govern how Common Short Codes are assigned and used within Jamaica. The Guidelines are to be appended to the Telecommunications Numbering Rules and have equal force and effect.

### **Structure of the Determination Notice**

- 1.26. The rest of the document is structured as follows:

#### **Part I:**

- Introduction and Background – Chapter 1
- Comments on Summary of NPRM Consultation Issues and OUR Responses – Chapter 2;
- Comments on Common Short Code Assignment Guidelines – Chapter 3;
- Office's Summary of Considerations – Chapter 4;
- Determinations – Chapter 5;

#### **Part II:**

- The Common Short Code Assignment Guidelines – Annex A

## Chapter 2: Comments on Summary of NPRM Consultation Issues and OUR Responses

### Licensing of Non-traditional service providers

#### Stakeholders Response

- 2.1. In its response to the NPRM, C&WJ commented on paragraphs 2.32 and 2.33 of the Summary of Consultation Issues.
- 2.2. With respect to paragraph 2.32 (regarding the provision of access to a provider of VAS), C&WJ opined that the OUR should highlight the fact that public telecommunications carriers were not being mandated to carry the services of a potential VAS provider. And further, that any such undertaking by a public telecommunications carrier should be on the basis of “mutually beneficial commercial arrangements”.
- 2.3. With respect to paragraph 2.33, and in response to the OUR’s statement that the method of porting for Common Short Codes may be different from that for regular telephone numbers, C&WJ stated that the OUR should clarify how the porting of such codes would take place, given the provisions of the Number Portability Rules<sup>3</sup>.
- 2.4. C&WJ also stated that the circumstances that would require the activation of a service provider’s Common Short Code on multiple networks, and how the originator of a call/message would be able to know the destination network as well as the applicable rates for that call/message, should be clarified.

#### OUR Response

- 2.5. It is important to note that paragraph 2.32 did not allude to the commercial exigencies that may govern the interactions between a potential VAS provider and C&WJ. Also, C&WJ did not provide any details on what it considered “mutually beneficial commercial arrangements” in that context. Nevertheless, the OUR is satisfied that the perceived concerns of C&WJ are adequately addressed, and should be allayed given the OUR’s proposal.
- 2.6. The OUR does not seek to interfere with existing industry practices at this time and merely proposes the option of licensing to prospective VAS providers as a means of obtaining numbering resources from the OUR, as well as managing the attendant regulatory responsibilities which come with the operation of the VAS and the assignment of these resources. Whereby it is believed that with the rebalancing of risks and responsibilities between the VAS provider and the network operator arising from

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<sup>3</sup> The Telecommunications (Number Portability) Rules, 2014



the licensing of the former, network operators may become more amenable to hosting VAS providers and potentially on improved commercial terms for these VAS providers. In this manner, it is hoped that innovation would be encouraged within the VAS space by the reduction of the risks and responsibilities to the network operator.

- 2.7. In relation to the question of porting of Common Short Codes, this shall be done in accordance with the Number Portability Rules and the Industry Number Portability Guidelines. Rule 47 of the Number Portability Rules provides as follows:

*“47. The Office shall provide ongoing regulatory oversight of number portability administration and may, from time to time, and after the Group ceases to exist, amend the—*

*(a) Code of Practice;*

*(b) Industry number portability guidelines; and*

*(c) Specifications referred to in rule 43(1).”*

The OUR will therefore conduct a limited consultation to address the method for porting CSCs and amend the respective Guidelines accordingly. This will be done in time for the activation of the Jamaican Common Short Code Scheme.

- 2.8. With respect to the concern regarding the applicable rates to be charged after activation of a Common Short Code across multiple networks, the cost to the end-user is usually stated in the application to the OUR for the particular numbering resource to be used as is currently the case with **“444” Line Numbers**. Additional protections will be provided to the end-user through the appropriate price transparency mechanisms in the proposed VAS Rules.
- 2.9. Further, regarding the activation of a Common Short Code across multiple networks, existing Industry procedures governing similar activations of **444-Line Numbers** should apply where the VAS will be hosted on the network of an operator and access to that VAS by subscribers on other networks will be facilitated via the **444-Line Number** that has been issued for that VAS. However, a VAS provider may choose to allow separate and independent access to its service by multiple network operators, using a single shared Common Short Code. In such cases, the activation procedure referred to above would not apply.

## **Vanity Codes**

### Stakeholders Response

- 2.10. On the issue of vanity codes, paragraph 2.50 of the NPRM, C&WJ expressed the need for “shared objective criteria” which the OUR will use in the designation of such codes. C&WJ also indicated that the suitable market based mechanism that the OUR proposes



to use to effect disbursement of vanity codes should be a part of the consultation process.

OUR Response

- 2.11. The issue of “vanity codes” has not been pursued by the OUR owing to the difficulties in determining unique sequences of such numbers. Furthermore, the identification and reservation of “vanity codes” may create an incentive for persons to act other than in the best interests of the industry because of the mnemonic (and associated) value of the resources. The OUR desires to provide Common Short Code Applicants with the broadest choice of Common Short Codes and has, therefore, decided not to adopt this numbering arrangement.

## Chapter 3: Comments on Common Short Code Assignment Guidelines

### General Comment

#### Stakeholders Response

- 3.1. Digicel stated that the proposed rules do not in themselves set out the specific conditions that might attach to rights of use for assigned numbers or classes of numbers. Therefore, it would be appropriate for the Office to set out details of such conditions that it envisages might apply.

#### OUR Response

- 3.2. The OUR has noted the comments in relation to the proposed Guidelines and has outlined general principles to treat with the concerns while trying not to be overly prescriptive. The potentially broad scale and scope of Value-added Services make the setting of specific conditions in relation to rights of use for assigned numbers, or establishing classes or numbers, a particularly discriminating exercise, and practically unnecessary in the local industry at this stage of development. Consequently, the OUR intends to limit the *classification* and *assignment conditions* in relation to numbering resources for Value-added Services, to what is provided in the Telecommunication Numbering Rules.
- 3.3. The assignment of conditions will be consistent with the Telecommunications Numbering Rules and relate to the use and management of the assigned numbering resources. The following are two examples of actual cases:

1. The service provider indicates in its request for temporary assignment of numbering resources, specific start and end dates for the period of public use of the resources. Based on the nature of the service and other contexts of use of the resources specified by the service provider, the OUR makes the assignments as tabulated below, with the condition following:

444 LINE NUMBER ASSIGNMENTS				
LINE NUMBER	SERVICE	START DATE		END DATE
		ASSIGNMENT	PUBLIC DIALLING	
XXXX	*****	00/00/00	00/00/00	00/00/00

**Dialling of the numbers by the public for access to the specified service may not commence before the date specified in the "Public Dialling" column in the table above. Numbering resources that are no longer required by the resource holder, or not used for the purpose originally assigned, are subject to reclamation.**

2. The service provider indicates in its request for temporary assignment of numbering resources, start and end dates but with some uncertainty about the required period of use of the resources. Such a situation may occur, for example, where resources are required for service or network testing purposes over a relatively extended period of time.

The OUR reasonably requires that the holding of the resources should not extend beyond the end date specified in the application. The OUR makes the assignment with a condition expressly stated as follows:

**The temporary codes [codes] are to be returned to the OUR on or before [end date specified in application]. Numbering resources that are no longer required by the resource holder, or not used for the purpose originally assigned, are subject to reclamation.**

The OUR will grant reasonable requests for extensions of temporary assignments, notwithstanding the statement of the foregoing condition in an initial request.

## **Section 1 – Scope of Guidelines**

### Stakeholders Response

- 3.4. Digicel questioned whether it was the intent of the OUR to preclude dial-up services hosted on or accessed from fixed networks from using Common Short Codes. The company raised this issue despite the explicit statement that Common Short Codes are intended for use on mobile networks only<sup>4</sup>. C&WJ also wanted assurance that the fixed network was included in the deliberations on VAS and that attention was not being placed only on the mobile network as a medium for VAS<sup>5</sup>.

### OUR Response

- 3.5. The intent of the OUR was to limit the use of Common Short Codes to the mobile network presently, because of the end-of-dialling recognition limitations on the fixed network, as well as possible changes to the local dialling plan that will arise from the implementation of NPA relief for Area Code 876. Currently, VAS may be provided on fixed networks with 444-XXXX and 976-XXXX numbers which are of the standard number length (for local dialling) of 7-digits. The implementation of NPA relief will result in the introduction of 10-digit local dialling.
- 3.6. Further, any use of Common Short Codes on the fixed network, at this time, will require that a suitable end-of-dialling indicator be used in order to ensure that the fixed network does not interpret the dialled Common Short Code as an incomplete number. Consequently, with the implementation of NPA relief and the resultant changes that are expected to occur in the local dialling plan, it was thought best to complete the NPA

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<sup>4</sup> Pg. 4 of Digicel's Response

<sup>5</sup> Pg. 1 of C&WJ's Response

relief activities before any further consideration would be given to the use of Common Short Codes to access Value-added Services via the fixed network.

- 3.7. The mechanism outlined above will allow for the use of Common Short Codes over fixed networks and facilitate the provision of VAS utilising interactive voice response and other technologies. It is hoped that use of Common Short Codes over fixed networks will allow for further innovation and product development within the local telecommunications market while ensuring adequate protection for end-users of these services.

## **Section 2 – Definitions of Terms**

### Stakeholders Response

- 3.8. C&WJ stated that a definition of VAS should be included in the Guidelines to clarify the regulatory framework.
- 3.9. Digicel requested that a technical definition of the Common Short Code be set out in the JNNP as this would allow for future changes to the Common Short Code ranges to be handled in the JNNP without the necessity for changes to the Guidelines<sup>6</sup>.

### OUR Response

- 3.10. With regard to the inclusion of a definition of VAS the intent is to utilise the same definition that has been given in the VAS Rules, for ease of reference and overall congruence within the proposed scheme.
- 3.11. Digicel's suggestion that the term "Common Short Code" be defined in the JNNP is appropriate. The imminent review and revision of the JNNP will include functional and technical definition of all numbering resources.

## **Section 3 – Responsibilities of the Office**

### **Sections 3.4 & 3.6**

### Stakeholders Response

- 3.12. C&WJ contended that the time for response by the Office to Common Short Code applications, that is fourteen (14) days, was too long and suggested that a timeframe of

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<sup>6</sup> Pg. 3 of Digicel's Response

five (5) business days was more efficient and appropriate to commercial business needs.

#### OUR Response

- 3.13. The OUR has taken note of C&WJ's concern regarding the timeframe because it conforms to the Industry standard for such matters and will be retained for these matters. A response by the OUR means, either the seeking of additional required information—for compliance or investigative purposes, assignment of requested numbering resource; suspension of assignment activity with reasons; or denial of requested numbering resource with reasons.
- 3.14. Typically responses for non-NXX numbering facilities have averaged five business (5) days. Notwithstanding the stipulated timeframe, the intent of the OUR is to complete the exercise in the shortest time possible barring exceptional circumstances which can cause delay in the completion of the application process. Consequently, each application will have to be examined on its own merit and treated with accordingly. Where there is a need for clarification regarding an application or the need for further information to be submitted delays are likely to occur.
- 3.15. C&WJ should therefore be mindful that although a particular timeframe has been stated, there is the possibility of completion of the processing of the application within a shorter time as the wording of the section suggests.

### **Section 3.10**

#### Stakeholders Response

- 3.16. Digicel stated that the OUR should publish a register of VAS providers for the purposes of transparency and consumer protection and to facilitate direct dealings between end-users and VAS providers"<sup>7</sup>. Digicel also suggested that the register should include information pertaining to the network on which the relevant code is being hosted.

#### OUR Response

- 3.17. The OUR considers it appropriate to establish a registry showing:
- VAS providers;
  - Common Short Codes assigned to respective VAS providers;
  - Contact information for VAS providers;

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<sup>7</sup> Ibid pg. 4

- Network on which the service is/will be hosted

## **Section 4 – Responsibilities of Common Short Code Applicants & Common Short Code Holders**

### **Section 4.5**

#### Stakeholders Response

- 3.18. Digicel suggested that section 4.5 be amended to read:

*“Before any assignment can be made, Common Short Code applicants must submit a letter to the Office on the organization’s stationary, signed by a corporate officer or other designated individual, that identifies the Common Short Code applicant’s Authorized Representative(s), including name, telephone number, e-mail address and geographic address for signing and the submission of any documentation related to these Guidelines. Licensees shall provide complete, accurate, and truthful information, as required by the Assignment Guidelines, when applying for Common Short Code numbering resources.”<sup>8</sup>*

#### OUR Response

- 3.19. The OUR has taken Digicel’s suggestion of the information requirements on board and the provision in the revised Guidelines has been re-drafted to achieve consistency with the other provisions of the Guidelines.

## **Section 6 – Applications for Common Short Codes**

### **Section 6.3**

#### Stakeholders Response

- 3.20. Digicel proposed that section 6.3 be amended to read as follows:

*“Aggregators, content providers, and application service providers shall also be eligible for consideration with respect to obtaining these resources once they have*

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<sup>8</sup> Ibid pg. 4

*been licensed in accordance with the licensing scheme for Value-added Service Providers.<sup>9</sup>*

- 3.21. C&WJ commented that there should be consultation with the industry in the development of a licensing regime for aggregators, content providers and application service providers. They further stated that if that was not the case, then the Ministry should outline its proposals to the Industry so as to ensure clarity and constructive feedback.

#### OUR Response

- 3.22. The OUR has taken Digicel's suggestion into consideration in the redrafted Guidelines. The OUR has also taken note of C&WJ's comments and will seek to do the necessary consultations.

### **Section 6.8**

#### Stakeholders Response

- 3.23. Whilst, C&WJ agreed with the provisions of section 6.8, it went on to say that applicants must be made to understand that the arrangements with carriers are commercial and are not mandated by regulations.
- 3.24. Digicel indicated that section 6.8 as drafted requires the provisioning of codes based only on the OUR's notification to the industry. It suggested that consistent with section 4.4 of the Guidelines, it would be more efficient to have the Common Short Code holders directly arrange with network operators for the provisioning of the codes, once the requisite commercial agreements have been made. Also, the OUR should maintain a contact list of relevant interfaces among the network operators. In Digicel's view, this would help to reduce the administrative overhead on the Office<sup>10</sup>.

#### OUR Response

- 3.25. The OUR has noted and considered the comments. The intention of the OUR is for the provisioning of new Common Short Codes, as far as possible, to reflect existing industry practices relating to services using "444" Line Numbers.
- 3.26. As reflected in the revised Guidelines, generally applicants for numbering resource are required to provide the "Requested Effective Date (estimated deployment date)" in their application for the respective numbering resource (as in FORM-A). The OUR in turn should give timely notification to the Industry of the assignment of the resource and the estimated deployment date, if the resource is to be deployed across multiple networks. The resource holder is expected to carefully monitor the service

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<sup>9</sup> Pg. 5 of Digicel's Response

<sup>10</sup> Ibid pg. 5



implementation exercise and advise the OUR of the deployment of the numbering resource (as in FORM-C). The resource holders are expected to determine as necessary whether the resource has been deployed in other networks and refer any resource deployment issue that requires the OUR's intervention.

### **Section 6.10**

#### Stakeholders Response

- 3.27. C&WJ indicated that section 6.10 was unclear and sought clarification on same so as to facilitate constructive feedback.

#### OUR Response

- 3.28. Section 6.10 is intended to allow carriers and service providers to manage the risks associated with partnering with third-party entities in the provision of access to their networks. This is especially relevant where the third-party entities may not be treated similarly under the Act. However such arrangements must be carefully managed so as not to stifle innovation nor impede the development of competition within the telecommunications sector. This may be especially relevant in cases where the third party entity is offering a product that will compete with an existing product being offered by the carrier with whom they desire to partner.
- 3.29. Notwithstanding, the OUR will clarify the section accordingly.



## Chapter 4: Office's Summary of Considerations

- 4.1. The Office regards the views expressed by the stakeholders as material and important. Section 3 of the Act charges the OUR with the responsibility to promote competition in the telecommunications sector and protect consumer interests in relation to the use of telecommunication services. As such, the OUR has sought to engage stakeholders on the issues deemed relevant to the use of Common Short Codes over the public network. This is especially relevant due to the myriad of services that Common Short Codes can be used for and the ease with which they can be utilised by both smartphone, non-smartphone mobile subscribers, as well as fixed line subscribers.
- 4.2. Consequently the OUR thought it fit to develop a regime that would seek to address various issues that it deemed to be relevant to the fulfilment of this mandate under the Act; whilst allowing entities the ability to access Common Short Codes for the purpose of providing VAS to the public.
- 4.3. The regime was also developed so as to ensure that an adequate supply of numbering resources exists to cater for the size and scope of VAS that could be offered within the local market. Therefore it was necessary to allow for maximum freedom in the choice and range of numbering resources that would be made available to Common Short Code applicants and hence this became an important consideration for framing the ultimate design of the Guidelines.
- 4.4. In determining its position in relation to the overall management and administration of Common Short Codes within Jamaica, the consultations sought to consider issues pertaining to:
  - the format of Common Short Codes as well as the applicable number ranges;
  - the range of VAS that could require Common Short Codes;
  - eligibility requirements for persons desirous of obtaining Common Short Codes as well as the relevant application and approval procedures related to obtaining these Common Short Codes;
  - the potential for consumer detriment whilst using services that utilise Common Short Codes and the need for appropriate safeguards to be in place where such concerns may exist;
  - whether there was need for classification of specific Common Short Codes as “vanity” or “golden” numbers due to their perceived mnemonic value.
- 4.5. The OUR also had to consider the range of VAS that could be facilitated by Common Short Codes as well as to ensure that the resultant scheme was able to adequately meet the demand for Common Short Codes by potential applicants in a manner that would be suitable to the services they intended to offer. Such considerations included the

nature of the services to be deployed and whether it would be necessary to allocate specific Common Short Code ranges based on service categories such as those VAS expected to provide entertainment, information and so forth. Whereby consumers would be able to quickly discern the type of VAS they would be using by simple examination of the numbering range of the Common Short Code associated with a particular VAS and be guided accordingly should they desire to interact with that service.

- 4.6. It was also necessary to consider some of the more practical aspects of the implementation of a Common Short Code regime such as those related to the use of keywords (used, for example, for service Opt-in/ Opt-out declarations) as well as the treatment of dormant codes. These provisions are useful in assisting subscribers accessing VAS through Common Short Codes which would enable them to actively manage their usage of the services.
- 4.7. Consideration was also given to the issue of designating some Common Short Code numbers as “vanity” or “golden” numbers. Vanity numbers are of particular importance owing to their ease of memorability and can be of special importance to entities who may feel that the mnemonic properties of the numbers are particularly applicable to them. However the mechanism for identifying “vanity” or “golden” numbers was considered somewhat problematic to administer and also ran the risk of limiting the supply of Common Short Codes that would be available to applicants.
- 4.8. The versatility of Common Short Codes facilitates the creation of a wide array of VAS and, because of the nature of VAS and their potential for consumer harm it was also thought prudent to provide guidance on how entities providing such services should conduct their activities. These considerations will inform the basis of a set of *VAS Rules* that will be subject to affirmative resolution of Parliament.
- 4.9. The nature of the local market necessitates that a subscriber should be able to change their service provider without the concomitant requirement of having to change their telephone/access number in this regard. Consequently, the Jamaican Common Short Code Scheme along with the Number Portability Rules will allow and facilitate the porting of local Common Short Codes under the existing standard number portability arrangements.
- 4.10. The revised Guidelines set forth as Annex A and the determinations set out below takes cognizance of all the different views expressed by respondents over the course of the consultation. They also reflect considerations of the relevant facts and regulatory provisions discussed during the consultation.

## Chapter 5: Determinations

- 5.1. Consequent upon the foregoing discussions, analyses and conclusions, the Office makes the following determinations:

### **Determination 1:**

#### **Establishment of the Jamaican Common Short Code Scheme**

The Jamaican Common Short Code Scheme is established for the administration and management of Common Short Code numbers for use with domestic Value-added Services in Jamaica.

The operation of Value-added Services utilising Common Short Codes will be tied to the observance of the Value-added Services Rules. However the promulgation of these Rules will be dependent on obtaining an affirmative resolution in parliament once drafting instructions have been issued by the Chief Parliamentary Counsel (CPC). Experience has shown that this process can at times be lengthy and somewhat unpredictable based on the legislative priorities that obtain. In this respect it was thought prudent to issue the Common Short Code Assignment Guidelines based on the following considerations:

- i. to not unduly delay the release of these numbering resources and thereby stifle innovation for Value-added Services dependent on Common Short Codes;
- ii. to give a measure of predictability to affected stakeholders in relation to management and administration of Common Short Codes.

### **Determination 1.1:**

#### **Implementation of the Jamaican Common Short Code Scheme**

Implementation of the scheme shall occur after the Relief Implementation Date designated by the OUR for the implementation of NPA relief for area code 876 so as to accommodate the use of Common Short Codes on public networks in Jamaica.

## **Determination 2:**

### Structure of Common Short Code Resources

Common Short Code numbers shall be six (6) digits in length and be in the following format and range:

**Format:** NXXXXXX (where N = digits 2 through 9, and X = any digit 0 through 9)

**Range:** 200000 – 999999

## **Determination 3:**

### Adoption of the Common Short Code Assignment Guidelines

The Common Short Code Assignment Guidelines are adopted to provide direction to the Numbering Administrator, Common Short Code applicants and Common Short Code holders with respect to applications for and the administration, assignment, activation and use of Common Short Code numbering resources.

The Common Short Code Assignment Guidelines shall be appended to the Telecommunications Numbering Rules in accordance with section 5.4 thereof and have equal force and effect.

## **Determination 4:**

### Numbering Administration Record for the Common Short Code number

The Numbering Administration Record for the Common Short Code shall include:

- a. Common Short Code
- b. Assignment Status (assigned/reserved/available)
- c. Service to which Common Short Code is applied
- d. Common Short Code Holder
- e. Date of Common Short Code assignment
- f. Common Short Code activation date

### **Determination 5:**

#### **Porting of Common Short Codes**

The OUR shall conduct a limited consultation to address the method for porting Common Short Codes and amend the respective guidelines accordingly. This will be done in time for the implementation of the Jamaican Common Short Code Scheme.

### **Determination 6:**

#### **Employment of the Common Short Code Numbering Resources**

Common Short Codes are for use exclusively within Jamaica and shall be utilised over public networks in accordance with the conditions laid down by the Office.

The Common Short Code numbering resources shall be considered a public resource and are not to be owned by the assignees (i.e. the Common Short Code holders and Common Short Code holder's customers). Consequently, the resources may not be sold, brokered, bartered or leased by the assignee for a fee or any other consideration.

Where a Common Short Code is to be used to access a Value-added Service over a fixed network, operators shall ensure that they utilise the number sign (#) end of dialling indicator along with the applicable Common Short Code.

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**PART II**  
**ANNEX A: COMMON SHORT CODE ASSIGNMENT GUIDELINES**

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# Office of Utilities Regulation

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## Jamaican Common Short Code Scheme

### Common Short Code Assignment Guidelines

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2017 September 04



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OFFICE OF UTILITIES REGULATION

3<sup>rd</sup> Floor  
PCJ Resource Centre  
36 Trafalgar Road  
Kingston 10  
Jamaica  
West Indies



## COMMON SHORT CODE ASSIGNMENT GUIDELINES

### 1. Scope of Assignment Guidelines

- 1.1. Telecommunications numbers are a national resource which must be managed and used in the national interest. Pursuant to section 8(2) of the Telecommunications Act numbering rules are promulgated to ensure transparent, non-discriminatory and efficient allocation, assignment and use of telecommunications numbers, by the Office, carriers, service providers and end-users. Section 8(2) of the Act provides as follows:

*“In carrying out the functions under this section the Office shall develop a plan for the numbering of telecommunications services and may make rules pursuant to that plan regarding the assignment and use of numbers by carriers and service providers”.*

- 1.2. Pursuant to the mandate set out in section 8(2), the OUR developed Numbering Rules to govern the administration and use of the resources in keeping with the following principles:

- a) *The Office will ensure that the National Numbering Plan, where applicable, will be compatible with relevant North American Numbering Plan standards and industry guidelines and international agreements, standards and recommendations.*
- b) *The Office will manage the National Numbering Plan to ensure that there are sufficient numbers available to meet current and reasonably anticipated future demands of carriers, service providers and end users for such resources, and promote fair and open competition.*
- c) *The Office will ensure that there is equity, efficiency and transparency in the allocation and primary assignment of numbers, and that attendant costs to carriers, service providers and consumers are objectively justified and kept to the minimum.*
- d) *The Office will, where possible, seek to ensure that numbers of different types, which may be dialled from the public telecommunications network, give broad indications of service and cost.*

- 1.3. These Assignment Guidelines pertain specifically to numbers that are commonly referred to as Common Short Codes and shall have the force of rules as provided in section 5.4 of the Numbering Rules. Common Short Codes are six digits (6) in length

and shall be made available for use on public telecommunications networks in Jamaica. These numbers shall be used specifically for the provision of Value-added Services and in accordance with the VAS Rules.

- 1.4. These Assignment Guidelines should provide the greatest latitude in the provision of Value-added Services whilst providing for effective management of a finite resource.
- 1.5. These Assignment Guidelines address only the assignment of Common Short Codes. Implementation of the technical changes in networks necessary to activate the Common Short Code assignments is beyond the scope of these Guidelines.

## 2. Definition of Terms

- 2.1. In these Assignment Guidelines:

**“Act”** refers to the Telecommunications Act.

**“Aging”** refers to the process whereby a disconnected CSC is made temporarily unavailable for re-assignment to another customer for a specified period of time called the aging interval.

**“Aging Interval”** refers to the period of time specified in paragraph 10.6.

**“Aggregator”** means an entity that aggregates content, data or any information for the purpose of transmitting to a mobile carrier through a direct connection with that entity.

**“Allocation”** means the attribution of the purpose and quantitative capacity of sets of numbering resources established in Numbering Plan.

**“Application Service Provider”** means any entity that develops applications on which services may operate over public networks.

**“Assignee”** means a person (natural or legal) to whom an assignment of CSC numbering resources is made.

**“Assignment”** means the allotment of CSC numbering resources, in accordance with the provisions of these Assignment Guidelines, to a telecommunications service provider or end-user.

**“Assignment Guidelines” or “Guidelines”** refers to the Common Short Code Assignment Guidelines which prescribes the framework to be used in making Common Short Code numbering resources available to persons as may be amended by the Office from time to time.

**“Authorized Representative”** means the person from the CSC Applicant’s/Holder’s organization or its agent that has the legal authority to take action on behalf of that CSC Applicant.

**“Business day”** refers to any day in Jamaica that Government offices are normally open to the public for business, but does not include Saturdays, Sundays or public holidays.

**“Carrier”** shall have the definition provided in the Act.

**“Common Short Code” or “CSC”** means an abbreviated numbering resource that falls within the range of 2xxxxx to 9xxxxx.

**“Content”** means information and experience(s) directed towards an end-user via the telecommunications network

**“Content Service Provider”** means any person that provides content on request by an end-user via the telecommunications network.

**“CSC activation”** means the opening of a CSC for use in the public telecommunications network to enable access to Value-added Services as of the Effective Date.

**“CSC Applicant”** means a person applying for the assignment of a CSC in accordance with these Guidelines.

**“CSC Holder”** means a person who has been assigned a CSC, directly by the OUR, or through a business merger or acquisition.

**“Effective Date”** means the date that a CSC or associated data changes (e.g., routing parameters) is/are to become effective within the telecommunications network.

**“End user”** means a person who utilizes telecommunications services through the use of assigned numbering resources.

**“Facilities-based Service Provider”** means a licensed service provider who owns and operates the telecommunications network facilities used in the provision of a specified service.

**“Hoarding”** means the intentional acquisition and holding of more numbers than one intends to use for the provision of specified services.

**“In Service”** means the disposition denoting an active CSC which an end-user or service is utilizing.

**“Intelligence”** shall have the definition provided in the Act.

**“Intermediate Service Provider”** is a recipient of a secondary assignment from a licensed operator for the purpose of providing Value-added Services to the public.

**“Licensee”** means the holder of to a carrier or service provider licence as defined in the Act.

**“National Numbering Plan”** refers to the Determination Notice (Document No. Tel 2003/10) published by OUR, which sets out the framework for the format, quantity and allocation of numbering resource types in Jamaica.

**“North American Numbering Plan or NANP”** means the basic numbering scheme for the telecommunications networks in the United States and its territories, Canada, Bermuda, the Bahamas and sixteen Caribbean countries, including Jamaica.

**“Numbering Rules”** refers to the Telecommunications Numbering Rules.

**“Primary assignment”** means the assignment of numbering resources by the Office to carriers or service providers.

**“Public Switched Data Networks”** means a public network, as defined in the Act, used by a person to provide data services.

**“Secondary assignment”** means the assignment of numbering resources, by recipients of a primary assignment, to their customers.

**“Service Provider”** shall have the definition provided in the Act.

**“Value-added Service”** is a specified service provided over a public network and which consists of:

- a) the transmission of intelligence to any person in Jamaica including, but not limited to, content such as specialised information, news, data, quizzes, jokes, greeting messages, ringtones, wallpapers, logos and games;
- b) the provision, to any person, of a facility, including but not limited to facilities, for chat services, contest participation, charitable fundraising, mobile electronic retail payments and vote lines;
- c) a combination of a) and b) above or as so designated by the Office in connection with any service that it is to be provided over a public network.

**“Value-added Services Rules” or “VAS Rules”** refers to the rules governing the provision and administration of Value-added Services.

**“Warehousing”** means requesting assignment of a CSC and keeping possession of the assigned CSC, without there being an actual operational or service need for it.

### 3. General Provisions

- 3.1. The CSC numbering resources are considered to be a public resource, which shall be used in the national interest, administered for the common good by the Office and are not owned by the assignees (i.e. the CSC Holders or the CSC Holders’ customers).
- 3.2. The CSC numbering resources may not be bought or sold, brokered, bartered, leased or traded in any other way by the Assignee for a fee or other consideration except as explicitly stated in the Numbering Rules (e.g., as part of a corporate merger or acquisition). Where a CSC is so disposed of in contravention of these Guidelines, the CSC shall be subject to reclamation by the Office.
- 3.3. The assignment, transfer, sale or disposal otherwise in any manner of a CSC Holder’s licence or any rights thereunder or the transfer of control of its operations, in accordance with section 17 of the Act, does not preclude the transfer of the CSC to the acquiring party. However, the original CSC Holder must advise the Office in writing of the transfer.
- 3.4. The Office shall ensure that the Guidelines, and every revised version thereof is made available to the public in a manner it considers appropriate. Where applicable, interested persons shall also be able to obtain a paper copy of these Guidelines on request.
- 3.5. Where it is determined that these Guidelines do not meet the needs of the sector, or conserve the resources in a reasonable manner, the Office, after consultation with stakeholders, shall make the requisite changes to the Guidelines.
- 3.6. The Assignment of a CSC should remain in effect as long as the CSC Holder acts in compliance with these Guidelines.

### 4. Responsibilities of the Office

- 4.1. The Office shall receive applications for CSCs in accordance with these Guidelines.
- 4.2. The Office shall determine whether applications for CSCs are in compliance with these Guidelines and will only process applications submitted by Authorized Representatives. In keeping with these Guidelines, the Office shall maintain a confidential list of Authorized Representatives for all applications for CSCs.
- 4.3. The Office shall respond to a CSC Applicant within fourteen (14) calendar days from the date of the receipt of the duly signed Form-A by completing Form-B as appropriate.

- 4.4. The Office shall select an unassigned “available” CSC for Assignment once the Licensee has satisfied the criteria specified in section 7 of these Guidelines.
- 4.5. The Office shall assign numbers under its direct control in a fair, efficient and non-discriminatory manner, on a first-come-first-served basis, to Licensees and consistent with these Guidelines, except as noted in paragraph 7.18.
- 4.6. At the time of assigning CSCs, the Office may apply such conditions relating to the use and management of the assigned numbering resource as it deems reasonably necessary having regard to the nature of the services to be provided, any specific threat posed to end-users, and any other considerations it reasonably believes is relevant.
- 4.7. The Office shall monitor the CSC Holders’ management and use of assigned numbering resources, consult with other CSC Holders and otherwise act in accordance with any applicable laws.
- 4.8. The Office shall ensure that the CSC Applicant places the CSC in-service within the time stipulated in section 8 of these Guidelines and in accordance with the conditions laid down at the time of the Assignment.
- 4.9. The Office shall maintain comprehensive records of the status of all CSCs issued under this regime. The Office shall publish relevant information concerning the recipients of such numbering resources and the conditions for use of these resources in accordance with the confidentiality provision in the Act. In keeping with these Guidelines the Office shall establish a registry showing:
  - i. Providers of Value-added Services;
  - ii. Common Short Codes assigned to respective VAS providers;
  - iii. Contact information for VAS providers;
  - iv. Network on which the service is/will be hosted.
- 4.10. The Office shall assist in the resolution of problems related to Common Short Code assignments.

## 5. Responsibilities of Common Short Code Applicants and Common Short Code Holders

- 5.1. CSC Applicants and CSC Holders are responsible for obtaining a current copy of the Assignment Guidelines from the OUR’s web site at <http://www.our.org.jm> and shall be responsible for reading, understanding and acting in accordance with these Guidelines.
- 5.2. CSC Holders are responsible for obtaining a current copy of the *Value-added Service Rules* from the OUR’s web site at <http://www.our.org.jm> and shall be responsible for reading, understanding and acting in accordance with the VAS Rules with respect to the services that they intend to offer to the public through the CSCs assigned to them.



- 5.3. Before Assignments of Common Short Codes can be made, all CSC Applicants shall duly complete Form-A and submit same to the Office for consideration.
- 5.4. All CSC Applicants shall provide complete, accurate, and truthful information, as required by the Assignment Guidelines, when applying for CSCs.
- 5.5. The CSC Holder shall be responsible to complete all necessary arrangements, such as those related to interconnection and associated Industry arrangements, to effect the proper functioning of the service before offering any such service utilising a CSC Assignment to the public.
- 5.6. CSC Applicants and CSC Holders shall participate in audits conducted by the Office so as to ensure: (a) uniform and consistent application of these Guidelines by the Office to all requests received for CSCs; (b) compliance with these Guidelines by all CSC Applicants, CSC Holders and the Office (c) efficient and effective use of the numbering resources; and (d) efficient and effective management of numbering resources by the Office.
- 5.7. A CSC Holder shall place a CSC it has been assigned, in service no later than thirty (30) calendar days after the Effective Date for CSC activation, and shall submit a duly completed Form-C, to the Office certifying that the CSC is in service. In the event that a CSC Holder is unable to place a CSC in service within thirty (30) days of the Effective Date, the CSC Holder shall provide the Office with an acceptable explanation for the delay and may request a thirty (30) day extension of the time permitted to place the CSC in service.
- 5.8. All CSC Holders must use the CSC in a manner consistent put with these Guidelines.

## 6. Allocation and Classification of Numbers

### Allocation of Common Short Codes

- 6.1. The Jamaican National Numbering Plan provides a basis for fair and equitable access to numbering resources in a competitive environment, and specifies the allocation of numbers to services, for use within public networks in Jamaica. Allocations may be modified by the Office after consultation with stakeholders. Number allocation information shall be as published by the Office, at the minimum, on the OUR's website.

### Classification of Common Short Codes:

- 6.2. Common Short Code numbering resources to be assigned to licensees shall be classified in one or more of the following categories:

1. *Available numbers* – Numbers that are available for assignment for use with Value-added Services;
2. *Assigned numbers* - Numbers that have been provisioned to provide access to the end-users of a public network to Value-added Services, or numbers not yet working but for which an assignment has been made but for which the stipulated time for activation has not yet passed.
3. *Reserved numbers* – Numbers that the Office has specifically set aside for special use.

## 7. Applications for Common Short Codes

### Assignment of Common Short Codes

- 7.1. Each application for the assignment of CSCs will be treated on a first-come, first-served basis in keeping with general numbering principles.
- 7.2. The assignment of CSCs should not prejudice number portability, so that entities offering services utilising CSCs through public telecommunication carriers will be able to change service providers while retaining their CSCs.

### Eligibility for Common Short Codes.

- 7.3. Applicants for CSC numbering resources shall satisfy the criteria set under the *Eligibility Criteria* listed under *Sections 6.1-6.3* of the Numbering Rules.
- 7.4. Aggregators, content providers, and application service providers who are licensed as Value-added Service providers shall be eligible for consideration for assignments of Common Short Codes.

### Applying for Common Short Codes

- 7.5. All applications for CSC numbering resources to be used for the provision of telecommunication services shall be made to the Office and in accordance with the Guidelines and as otherwise specified by the Office.
- 7.6. CSC Applicants and CSC Holders shall submit their duly completed CSC applications, in-service notifications, change requests and assignments return respectively to the Office using the appropriate Form as prescribed in section 11 of these Guidelines.
- 7.7. A cover letter on the CSC Applicant's or CSC Holder's official stationary (signed by an Authorized Person) must accompany the respective Form. This authorization serves as a control measure for the protection of both the CSC Applicant/Holder and the Office.



The Office will only process applications/request that are submitted with this authorization.

- 7.8. Requests for Assignments shall be made no more than twenty-one (21) business days and at least ten (10) business days prior to the requested "Effective Date" for the activation of the CSC.
- 7.9. CSC Applicants must certify in Form-A that it is a licensed public telecommunications carrier and service provider, and a provider of the Value-added Service for which a CSC is requested, or is requesting the number on behalf of an associated Intermediate Service Provider (e.g. a Mobile Virtual Network Operator).
- 7.10. Where an eligible licensee (as defined in *Section 6.1* of the Numbering Rules) seeks to obtain a CSC for the purpose of making a secondary assignment (e.g. to an Intermediate Service Provider) then the following information must also be disclosed when applying for a Common Short Code by the CSC Applicant:
  - a) the name of the intended recipient of the CSC;
  - b) the relevant recipient's contact information and the name of the officer designated to transact business on behalf of the recipient in this regard;
  - c) the intended service that the recipient wishes to provide using the CSC.
- 7.11. Where a CSC Applicant requests the reservation of a CSC, the CSC Applicant must submit along with Form-A, certify that a need exists for a CSC reservation and provide a proposed Effective Date for CSC activation, which shall be within three (3) months of the date of the application. The CSC Applicant must subsequently submit a duly completed second Form-A to apply for the assignment of the reserved CSC.
- 7.12. The timelines for the submission and processing of applications shall be in accordance with the provisions of this Guidelines or as otherwise determined by the Office.

#### Approval & Reservation of Common Short Codes

- 7.13. Applicants that have satisfied the *Eligibility Criteria* as listed under *Sections 6.1-6.3* of the Numbering Rules, as well as any other stipulations that the Office may reasonably see it fit to prescribe related to the proposed service, shall, subject to paragraph 4.5 of these Guidelines, be issued with CSC numbering resources for use as so described within their application.
- 7.14. CSC will be assigned by the Office only upon receipt, processing and approval of a formal application including a duly completed Form-A.

- 7.15. The Office shall respond to duly completed CSC applications, in-service notifications, change requests and assignments return respectively using the appropriate Form as prescribed in section 11 of these Guidelines.
- 7.16. Consideration of requests for reservation of CSCs will be done on a case-by-case basis. In all cases, CSC Applicants must be able to demonstrate that the reservation is necessary to accommodate technical or planning constraints that, otherwise, would either hinder or preclude effective provision of service.
- 7.17. Numbers will be reserved, where appropriate, for a maximum period of three (3) months.
- 7.18. If two or more CSC Applicants, who satisfy the stipulated criteria, request assignment and/or reservation of the same CSC simultaneously, (i.e. their written requests are received by the Office at the same time), one of the CSC Applicants will be randomly selected for assignment or reservation of the requested CSC, as the case may be. The OUR will invite the CSC Applicants to witness the selection through an agreed procedure which shall be simple, fair and transparent.
- 7.19. The Office must be satisfied that in all circumstance there is no intention by a CSC Applicant to hoard or warehouse a CSC.

#### Refusal of Applications for Common Short Codes

- 7.20. The Office may refuse an application for CSC numbering resources. The grounds for the refusal to approve such an application may include, but are not limited to, those specified in these Guidelines. Refusal of an application must be reasonable and objectively justified.
- 7.21. Licensees may reasonably refuse to partner with third-party entities seeking to offer a Value-added Service on grounds which they consider appropriate and justifiable, or may attach reasonable special conditions to the use of their assigned CSCs for any service proposed. However, such treatment must be consistent with the Numbering Rules as well as the Value-added Services Rules.
- 7.22. In the case of third-parties seeking to partner with Licensees to offer Value-added Services, the authority to refuse or alter the Assignment shall be by way of delegation of authority to do so from the Office and in cases of doubt, a Licensee shall first seek guidance from the Office.
- 7.23. Where the Office or a Licensee refuses an application for CSC numbering resource, or does not grant the application in full, or attaches specific conditions to the Assignment:
  - i. in the case of the Office, the Office shall inform the CSC Applicant in writing setting out the reasons for its actions;

- ii. in the case of a Licensee, the Licensee shall inform the End-user or secondary assignee, in writing of the reasons for its action;
- iii. the End-user or secondary assignee may follow the prescribed appeals procedure as outlined in *Section 7* of the Numbering Rules.

## 8. Use of Common Short Codes

- 8.1. The CSC Holder shall be responsible for their proper use. Where a Licensee is partnering with a third-party entity to provide a Value-added Service, the CSC assigned shall be used for the type of service specified in the application for the numbering resource and in accordance with the Numbering Rules and the National Numbering Plan. Breaches of these Guidelines, the National Numbering Plan, the Numbering Rules and the Value-added Service Rules by third-party entities operating in partnership with Licensees, shall be referred to the Office for appropriate regulatory action.
- 8.2. Licensees shall have the right to use the assigned CSC, subject to such principles and conditions of use set out in the National Numbering Plan, the Value-added Service Rules, these Guidelines, other relevant standard specifications and as otherwise directed by the Office.
- 8.3. Licensees shall use only those numbers allocated in the National Numbering Plan or as so authorised for use by the Office for the operation of telecommunication networks and the provision of telecommunication services to the public.
- 8.4. End-users shall have the right to retain and use their assigned numbers in all normal circumstances, in accordance with such directions as may be set out by the service provider and/or the Office, as appropriate.
- 8.5. CSC numbering resources that are no longer required by the CSC Holder for the purpose originally assigned or no longer in use in conformance to these Guidelines or other relevant industry standard specifications such as ITU-T Recommendations, shall be subject to reclamation by the Office in accordance with section 9 of these Guidelines.

## 9. CSC Return and Reclamation Procedures

### Responsibilities of CSC Holders

- 9.1. On the termination of a Value-added Service provided to End-users by a CSC Holder, the Office shall be informed and the CSC associated with that service, whether or not the CSC was ported, shall return the CSC to the Office immediately after the expiration of the aging interval specified in section 10 of these Guidelines.

- 9.2. When returning a CSC to the Office, the CSC Holder shall complete and submit Form-F to the Office to indicate that the CSC is being returned for future assignment.

#### Responsibilities of the Office

- 9.3. The Office shall proceed with reclamation of a CSC if the Office reasonably believes, that the CSC Holder:
- a) has not placed the assigned CSC in service within the time specified in these Guidelines and without an acceptable explanation for the delay;
  - b) no longer requires the CSC;
  - c) is not using the CSC in accordance with these Guidelines; or
  - d) has discontinued business operations, or has been subject to a merger, acquisition or other business arrangement similarly affecting the CSC Holder and has not arranged for the CSC to be transferred.
- 9.4. The Office may seek clarification from the CSC Holder regarding the alleged non-use or misuse of the CSC. If the CSC Holder provides an explanation satisfactory to the Office, the CSC shall remain assigned. If no satisfactory explanation is provided, the Office shall request the immediate return of the CSC. The returned CSC shall be aged in accordance with the aging process set out in section 10 of these Guidelines.

## 10. CSC Return and Reclamation Procedures

### Aging Principles

- 10.1. Aging provides CSC Holders time to:

- fulfill their administrative requirements, e.g., billing cycle completion, service record reconciliation;
- provide their disconnecting customers with the opportunity to request specific 'recorded announcement' treatment, e.g., referral to a new telephone number;
- minimize misdirected calls intended for the previous customer when the disconnected telephone number has been re-assigned to a new customer; or
- enable the disconnected customer to reconnect service during the aging interval, using the same CSC and CSC Holder.

- 10.2. A CSC is deemed disconnected when it ceases to be used to provide service to a customer of record.
- 10.3. CSC Holders are responsible for the aging of disconnected CSCs in their possession. The Aging Interval shall commence on the date that the CSC is disconnected and end after the expiration of the applicable period stipulated in paragraph 10.6.
- 10.4. The CSC Holder shall not reserve or reassign a CSC that is being aged, or modify the Aging Interval, except for the purpose of reinstating the service at the request (which must be made before the end of the Aging Interval) of the disconnected customer.
- 10.5. All disconnected CSCs which have completed the Aging process shall be returned immediately to the Office.

Aging Intervals

- 10.6. The following Aging Intervals shall be applied by all CSC Holders:

<b>Aging Interval in Months*</b>	
<b>Minimum</b>	<b>Maximum</b>
1	3

\* A longer maximum period may be required to accommodate high-volume call-in applications or to accommodate change of numbers associated with public service emergency applications. An Aging beyond the three (3) months maximum must however, be approved by the Office.

- 10.7. Audits may be required to ensure that CSC Holders adhere to these Guidelines. The audit should at a minimum:
  - 1) Compare the customer's requested disconnect date with the service provider's actual disconnect date.
  - 2) Compare the actual Aging Interval applied with the applicable Industry approved Aging Interval.
  - 3) Verify that if the Aging Interval was aborted, the telephone number was reconnected to the disconnecting customer and not to a new customer.
  - 4) Verify that the service provider is consistently applying the same Aging Interval to telephone numbers within their respective service class.

11. CSC APPLICATION, ASSIGNMENT, CHANGE REQUEST AND CONFIRMATION FORMS:

Each of the following forms shall be used where applicable:

**Form A – APPLICATION FOR COMMON SHORT CODE (CSC)**

**Form B – APPLICATION DISPOSITION RESPONSE FOR COMMON SHORT CODE (CSC)**

**Form C – NOTIFICATION OF DEPLOYMENT OF COMMON SHORT CODE (CSC)**

**Form D – REQUEST FOR INFORMATION CHANGE OF COMMON SHORT CODE (CSC) ASSIGNMENT INFORMATION**

**Form E – CONFIRMATION OF INFORMATION CHANGE OF COMMON SHORT CODE (CSC) ASSIGNMENT INFORMATION**

**Form F – ASSIGNMENT RETURN OF COMMON SHORT CODE (CSC)**

FORM-A

APPLICATION FOR COMMON SHORT CODE (CSC)

1.0 GENERAL INFORMATION

1.1 Contact information:

**CSC Applicant:**

Entity Name: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Address 1: \_\_\_\_\_ Facsimile: \_\_\_\_\_  
Address 2: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Name of Authorized Representative (s): \_\_\_\_\_  
\_\_\_\_\_

Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Facsimile: \_\_\_\_\_  
E-Mail: \_\_\_\_\_

**Code Administrator Contact Information:**

Name: Office of Utilities Regulation  
Address 1: 36 Trafalgar Road, P.O. Box 593 Facsimile: (876)-968-6053  
Address 2: Kingston 10, Jamaica E-Mail: crobinson@our.org.jm  
Telephone: (876)-968-6053 E-Mail: gordon.swaby@our.org.jm

1.2 OCN: \_\_\_\_\_  
Switch Identification: \_\_\_\_\_  
Wire Center Name: \_\_\_\_\_

1.3 Date of Application: \_\_\_\_\_ Requested Effective Date: \_\_\_\_\_

1.4 Type of Entity Requesting the CSC:

a) Local Exchange Carrier: \_\_\_\_\_  
Wireless Service Provider: \_\_\_\_\_  
Other (specify): \_\_\_\_\_

b) Purpose for which CSC is being requested:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



- c) Is certification or authorization required to provide this type of service in the relevant geographic area?

Yes: \_\_\_\_\_ No: \_\_\_\_\_

(1) If no, explain:

(2) \_\_\_\_\_  
\_\_\_\_\_

**FORM-A APPLICATION FOR COMMON SHORT CODE (CSC)  
(CONTINUED)**

- (2) If yes, does your company have such certification or authorization?

Yes \_\_\_\_\_ No \_\_\_\_\_

- (i) If yes, indicate type and date of certification or authorization (e.g. letter of authorization, license):

\_\_\_\_\_  
\_\_\_\_\_

**2.0 ASSIGNMENT REQUEST**

**2.1 Type of Request (Select One):**

- \_\_\_\_\_ CSC request for direct assignment to an End-user  
\_\_\_\_\_ CSC request for assignment to an Intermediate Service Provider (e.g., an MVNO)  
\_\_\_\_\_ Update information (Complete Form-D) CSC requiring update \_\_\_\_\_  
\_\_\_\_\_ CSC reservation only: (When the CSC Applicant is ready to place the code in service, the CSC Applicant should complete a new request form)

**2.2 CSC Assignment preference** \_\_\_\_\_ (optional)

**2.3 CSCs undesirable for this Assignment, if any** \_\_\_\_\_

**2.4 Local Routing Number Associated with the requested CSC:** \_\_\_\_\_

**2.5 Signature below indicates that the Applicant:**

- Certifies the accuracy of the information provided in this application;
- Commits to deploy any assigned CSC within the time period specified by the Assignment Guidelines;
- Certifies that the service to be provided with the CSC is a domestic service;
- Certifies that any required authorization has been secured from the appropriate government ministry or regulatory body;
- Understands and agrees that the use of any assigned CSC in a manner other than in conformance with the Assignment Guidelines may result in reclamation.

Authorized name: .....

Authorised Signature.....

Date: .....

---

**FORM-B**

**APPLICATION DISPOSITION RESPONSE FOR COMMON SHORT CODE (CSC)**

**CSC Applicant:**

Entity Name: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Address 1: \_\_\_\_\_ Facsimile: \_\_\_\_\_  
Address 2: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Date of Application: \_\_\_\_\_ Date of Receipt: \_\_\_\_\_  
Date of Response: \_\_\_\_\_ Effective Date: \_\_\_\_\_

**Numbering Administrator Contact Information:**

Name: Office of Utilities Regulation  
Address 1: 36 Trafalgar Road, P.O. Box 593 Facsimile: (876)-968-6053  
Address 2: Kingston 10, Jamaica E-Mail: crobinson@our.org.jm  
Telephone: (876)-968-6053 E-Mail: gswaby@our.org.jm

Your application dated ...../...../..... for assignment of an CSC has been reviewed  
Day Month Year  
by the Office. The box checked below indicates the action taken:

Your application has been approved. The CSC assigned for your use is:  
.....  
The assignment is effective as of: .....

Your application has been denied for the following reason(s):  
.....  
.....  
.....

You are entitled to appeal this denial as specified in section 7 of the Assignment Guidelines.

**FORM-B APPLICATION DISPOSITION RESPONSE FOR COMMON SHORT CODE (CSC)**

**(CONTINUED)**

- The following additional information is needed to process your application:

.....  
.....  
.....

- 
- Your application for the reservation of an CSC has been approved.

The CSC reserved for your use is:.....

The CSC will be reserved until: ...../...../.....  
Year Month Day

The reservation is effective as of: ...../...../.....  
Year Month Day

Authorized name: .....

Authorized signature: .....

Date: .....

FORM-C

NOTIFICATION OF DEPLOYMENT OF COMMON SHORT CODE (CSC)

**CSC Applicant:**

Entity Name: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Address 1: \_\_\_\_\_ Facsimile: \_\_\_\_\_  
Address 2: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Date of Application: \_\_\_\_\_ Date of Receipt: \_\_\_\_\_  
Date of Response: \_\_\_\_\_ Effective Date: \_\_\_\_\_

**Numbering Administrator Contact Information:**

Name: Office of Utilities Regulation  
Address 1: 36 Trafalgar Road, P.O. Box 593 Facsimile: (876)-968-6053  
Address 2: Kingston 10, Jamaica E-Mail: crobinson@our.org.jm  
Telephone: (876)-968-6053 E-Mail: gordon.swaby@our.org.jm

By submitting this form, I certify that

CSC: .....

Assigned to: .....

Is deployed effective (date): .....

Authorized name: .....

Authorized signature: .....

Date of this notification: .....

**FORM-D**

**REQUEST FOR CHANGE OF COMMON SHORT CODE (CSC) ASSIGNMENT  
INFORMATION**

**CSC Applicant:**

Entity Name: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Address 1: \_\_\_\_\_ Facsimile: \_\_\_\_\_  
Address 2: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Date of Application: \_\_\_\_\_ Date of Receipt: \_\_\_\_\_  
Date of Response: \_\_\_\_\_ Effective Date: \_\_\_\_\_

**Numbering Administrator Contact Information:**

Name: Office of Utilities Regulation  
Address 1: 36 Trafalgar Road, P.O. Box 593 Facsimile: (876)-968-6053  
Address 2: Kingston 10, Jamaica E-Mail: crobinson@our.org.jm  
Telephone: (876)-968-6053 E-Mail: gordon.swaby@our.org.jm

The assignment information for CSC: ..... should be changed. The changes and reasons are stated below:

Authorized name: .....

Authorized signature: .....

Date of this notification: .....

FORM-E

CONFIRMATION OF CHANGE OF COMMON SHORT CODE (CSC) ASSIGNMENT INFORMATION

**CSC Applicant:**

Entity Name: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Address 1: \_\_\_\_\_ Facsimile: \_\_\_\_\_  
Address 2: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Date of Application: \_\_\_\_\_ Date of Receipt: \_\_\_\_\_  
Date of Response: \_\_\_\_\_ Effective Date: \_\_\_\_\_

**Numbering Administrator Contact Information:**

Name: Office of Utilities Regulation  
Address 1: 36 Trafalgar Road, P.O. Box 593 Facsimile: (876)-929-3635  
Address 2: Kingston 10, Jamaica E-Mail: crobinson@our.org.jm  
Telephone: (876)-968-6053 E-Mail: gordon.swaby@our.org.jm

Your request dated \_\_\_\_\_ for change(s) to the assignment information for CSC \_\_\_\_\_ has been processed by the Office and the changes have been made. Please verify the revised assignment information below and report any errors or discrepancies to the Office:

Authorized name: .....

Authorized signature: .....

Date: .....



**FORM-F**

**ASSIGNMENT RETURN OF COMMON SHORT CODE (CSC)**

**LTFN Applicant:**

Entity Name: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Address 1: \_\_\_\_\_ Facsimile: \_\_\_\_\_  
Address 2: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Date of Application: \_\_\_\_\_ Date of Receipt: \_\_\_\_\_  
Date of Response: \_\_\_\_\_ Effective Date: \_\_\_\_\_

**Numbering Administrator Contact Information:**

Name: Office of Utilities Regulation  
Address 1: 36 Trafalgar Road, P.O. Box 593 Facsimile: (876)-929-3635  
Address 2: Kingston 10, Jamaica E-Mail: crobinson@our.org.jm  
Telephone: (876)-968-6053 E-Mail: gordon.swaby@our.org.jm

CSC: .....

Currently held by: .....

is no longer required effective (date) .....

The CSC and may be returned to the pool for assignment to another entity.

The CSC has \_\_\_\_\_ has not \_\_\_\_\_ been deployed. (Please check one.)

Authorized name: .....

Authorized signature: .....

Date of this notification: .....