



infobip

VIBER

BUSINESS MESSAGES GUIDELINES

February 2023

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1 GENERAL INFORMATION

Business Messages is an interface that allows a business to communicate directly with its audience through Viber, keep audience engaged with your business and drive performance and actions.

Viber Business Messages as a solution is available can be used as a **standalone service** or as a part of our OMNI-channel suite for customer engagement with Infobip **Moments**, chatbot platform **Answers**, or cloud contact center **Conversations**. All messaging options are available through a **simple API (dev.infobip.com)** ready to integrate into your own system(s) or through the user-friendly web-based interface (portal.infobip.com). Like all our messaging products, Viber service runs on the cloud-based platform that provides exceptional delivery and reliability regardless of your messaging program size or type.

Viber Business Messages support **text-based messages** and richer content options which include **images, video, action buttons and file sharing**. All Business Message types and features are described in the Infobip [documentation](#). Please note that feature availability may vary by Solution.

Business can setup their Viber messaging services type at Infobip to be:

- **1-WAY-** the business can send messages. If user replies, they will receive an automatic or custom text reply from Viber indicating that the business will not receive their messages (pointing them to the business profile page for contact information).
- **2-WAY-** the business can send messages and users can reply.

If a business sets up a 1-way service type in the beginning, it is possible to transition to a 2-way service type later.

2 BUSINESS INBOX & COMMERCIAL ACCOUNT

All Business Messages are placed within the **Business Inbox**. This Inbox is a dedicated space for brand-user interactions, accessible directly from the regular chats screen where end-users can keep all their brand communication. The BI (Business Inbox) is pinned to the top of the conversation list and when a new message arrives in the BI a notification is displayed on the user's screen.

The **Commercial Account** allows users to search and discover all business information and channels of communication in one place. Customers can choose the channel that best suits them.

3 BUSINESS MESSAGES GENERAL GUIDELINES

1. Business Messages should be targeted and informative by nature.
2. Business Messages' content will not include any of the following:
 - Content which infringes or violates any rights, including any intellectual property rights of a third party.
 - Content which is or may be considered to be abusive, discriminating, harassing, including harassment or discrimination on the basis of race, religious creed, color, national origin, ancestry, physical disability, and mental disability, medical condition including genetic characteristics, marital status, sex, age, sexual orientation, veteran status, or any other characteristics protected by law.
 - Content which is illegal by any applicable laws or regulations.
 - Content that contains or transmits viruses, worms, defects, Trojan horses, or any malicious code; and/or
 - Content that falsely expresses or implies that such Content is sponsored or endorsed by Viber.
 - Content that promotes, mentions and/or invites users to competitive platforms (as determined by Viber in its sole discretion) or any other messaging or calling apps.
3. The recipient of your messages must provide their consent (opt-in) before you can send them any message and you must retain proof of receipt of such consent. The consent must clearly state that the recipient is opting in to receive messages from you over Viber and clearly state the Business name.

The Business is solely responsible for obtaining opt-in in a manner that complies with the applicable laws to the relevant communications, and to provide any notices and obtain any permissions that are required under applicable law.

Messages that are sent to users without their consent will be considered as spam messages and the service will be subjected to a penalty as mentioned in the warranty letter.

For session message type, the user must initiate the conversation with a Business by using Viber's URL scheme. A user who has initiated the conversation will be considered as opted-in for future messages until he revokes such opt-in or unsubscribes. Users will be able to block the Business from sending Business Messages at any stage.

Recommendations:

- *If you want to start communicating with client in Viber, it is necessary to obtain his consent in written form or via a third-party channel (SMS, Voice, or ATM) or the website.*
 - *It is your responsibility, as a business, to store customer opt-ins.*
 - *This step is required for both new and existing customers.*
 - *Viber pro-actively monitors and blocks spammers from sending service messages.*
4. Upon service request, both Customer will be required to sign a warranty letter, in the form provided by Viber, which will include relevant warranties and undertakings for the Business, including but not limited to provisions with regards to compliance with these Business Message guidelines.

5. Viber monitors block rates for all services and may in its sole discretion disable services with exceptional **block rates** until further notice.
6. Businesses that will not follow the agreement and/or Viber's T&Cs may be disabled at Viber's sole discretion, until further notice.
7. A disabled service will have to provide requested information regarding the content of the message in order to release its account, which release remains at Viber's sole discretion.
8. Viber has the right to terminate any service at its sole discretion, without notice and for any reason whatsoever.
9. Business Messages should be considered as a high-quality communication tool that creates high engagement and good results for both Businesses and users, hence, Viber will not accept any type of Business that Viber suspects to be spammers, at Viber's sole discretion. Keep in mind that Businesses must send content that exclusively correlates to the information they presented to Viber at the registration stage. Content that will not be in accordance with the main business of the Business/sender ID or relates to a Business that was not approved by Viber will be considered as SPAM.
10. International brands in Business Messages - when submitting a service which is a global/international name please include a written approval from the international brand owner for using service messages on Viber. In a specific case where obtaining such an approval is not possible, it is possible to name the service with the brand name and the local branch of the brand and include an approval by the local branch that it has the rights to the brand locally and approves the use of Business Messages on Viber under such name.
11. While Viber has the sole discretion to decide whether to approve such service type, SMS Aggregator channels that will be approved will be set up only as test accounts with a limited number of messages per month and will include the word "Test" in the service name.
12. Viber will approve unique Businesses (services) only. No multiple ID's will be created for the same Business, regardless if the ID is active/inactive.
13. Each Business can have only one ID registered in order to avoid multiple chat threads at the user device. In rare cases, exceptions can be made – typically for large organizations where different business services are needed to support different use-cases which cater to different audiences. This is approved by Viber on a case by case basis after business presents their needs.
14. Below is a list of industries that will not be accepted for Business Messages and will be rejected by operations team, without limitation to other types of industries
15. Below is a list of industries, goods and services that will not be accepted for Business Messages and will be rejected by the Business Messages operations team in its sole discretion, without limitation to other types of industries:
 - Political parties or organizations with a political nature.
 - Gambling and Trade - online and offline casino businesses, sports betting, bidding, lottery, bitcoin, binary options, and forex companies (unless approved in writing in advance by Viber, subject to the relevant warranties and licenses, documents, information and assurances provided by the Business to Viber's satisfaction)
 - Credit/loan services unless offered directly by banks (unless approved in writing in advance by Viber, subject to the relevant warranties and licenses,

documents, information and assurances provided by the Business to Viber's satisfaction).

- Pawn shops or related services
- Content with sexual nature and any other adult content
- Tobacco related services
- Alcohol related services
- Trade of weapons and/or drugs, whether prescription, recreational, or otherwise
- Open portals/blogs that have no control over the published content, for example
 - Internet websites that allow its users to create content and share it
 - Religious services including churches, temples, mosques etc.
 - Online spiritual services such as tarot cards readings, astrological mapping, etc.
- Companies that are considered to be Viber's competitors, as decided by Viber, in its sole discretion

4 TRANSACTIONAL & PROMOTIONAL MESSAGE TYPES

A **Promotional** Business Message is a message that contains information that promotes a business' agenda, a business offer or commercial information. This message may include a button, emoji, image, video, or file.

Transactional Business Message is a message that contains text only. It may also contain a URL.

Business messages that are not transactional and/or targeted to a specific user will be considered and charged as a promotional message.

When a first message is sent from a business to a user it must be a personal, informative and a targeted message - NOT a promotional one. You can see the [examples](#).

Viber doesn't store the content of messages sent on the Viber platform (for more info, please visit [Viber Privacy Policy](#)).

5 TEMPLATE MESSAGES

Viber supports template messages, which are charged at a lower rate, for transactional messages in **Russia, Ukraine & Belarus**.

In order for a message to be sent as a Template message, the template must be previously registered and approved by Viber.

Messages which are sent and do not match a registered template for the client, will be charged at the standard promotional message rate. More information is available on Infobip docs.

6 CONVERSATIONAL MESSAGES

Conversational messages are messages that are tracked as part of a session. A session is defined as a time-framed conversation that allows brands and users to communicate together and exchange multiple messages in a conversation. The 24-hour session begins when an end-user starts a conversation with a business.

During a single Session, business can send up to 60 Session type messages (limited to **text, image and file**). Only session-based message types will be billed with the session rate once a session is in progress. All other message types can still be used within a session but will be billed with a regular rate. Refer to [Infobip Documentation](#) for more information about the rules and limitations. Please note that conversational messages are only available over Viber Business Messages API.

7 BUSINESS MESSAGES MONTHLY FEE

There is a minimum monthly fee per Sender (Service ID) per month that applies for all services that are registered in the system and are active. In case the CLIENT sends more messages than included in the minimum monthly consumption, CLIENT will only be charged for the delivered messages.

[Infobip Viber Service Description](#)

[Viber Terms and Policies](#)

