# Service Message Qualification Form

## Service Details

|  |  |
| --- | --- |
| **General Information** | |
| Service Name (max 30 symbols) |  |
| Service Registered Country |  |
| Service Description (Food delivery, retail, oil&gas station etc.) |  |
| Web-site (NOT social media pages -Instagram etc.) |  |
| **Capability & Feature Specification** | |
| Service Messages Volume/Month Forecast |  |
| Service integration type | One- way  Two- way |
| Intended Destinations (Countries) |  |
| Nature of Traffic (Can’t be only Promotional) | Personal Information  Other:\_\_\_\_\_\_\_\_\_\_  Public Information  Promotional |
| Examples of Traffic (Can’t be only Promotional) |  |

Viber content policy for Service Messages:

* Opt-in Users only (Block rate from users. 5% - disable the service)
* First message to user can’t be promotional
* NO Alcohol, Tobacco, Adult content, Loans (unless it’s a bank), Forex, Binary option, Gambling (online & offline), Weapons and Drugs
* More: <https://www.viber.com/ru/terms/viber-public-content-policy/>