



Simwood
STRAIGHT-TALKING FORWARD-THINKING®

Simwood eSMS Ltd, Simwood House, Cube M4 Business Park,
Bristol, BS16 1FX
www.simwood.com
0330 122 3000
team@simwood.com

WhatsApp Business Integration Additional Terms

These Additional Terms are instructions pursuant to clauses 3.2.3, 3.10.3, and 7.2 of the [Simwood Master Services Agreement](#) and are in addition to the Simwood Acceptable Use Policy.

The Simwood WhatsApp Business Integration has technical measures implemented to ensure various elements of the Meta terms for WhatsApp use are not breached. Under no circumstances should any attempt be made to circumvent these measures, nor should the WhatsApp calling feature be connected to, or bridged to, the PSTN.

WhatsApp is a controlled environment. Contact with you (or your business customer) must be initiated by a WhatsApp end user (and concluded within the time limit), or by you only using pre-approved templates. Where automation is used, clear and direct escalation paths to a human agent must be available.

In addition to the restricted uses in the [Simwood AUP](#), WhatsApp must not be used in the following industries:

Firearms

- Alcohol and tobacco
- Drugs, whether prescription, recreational, or otherwise
- Medical and healthcare products
- Endangered species (wildlife and plants)
- Live non-endangered animals excluding livestock



- Hazardous goods and materials
- Real, virtual, or fake currency, including ICOs and binary options
- Body parts or fluids
- Business models, goods, items, or services that we determine may be or are fraudulent, misleading, offensive, or deceptive, or may be or are exploitative, inappropriate, or exert undue pressure on targeted groups
- Real Money Gambling and Gaming (Online Gambling and Gaming is a subset of Real Money Gambling and Gaming. See Section 5 and Section 6 for limited exceptions.)
- Adult products and services
- Dating services
- Multi-level marketing
- Payday loans, paycheck advances, peer-to-peer lending, debt collection, and bail bonds

Simwood may suspend or terminate your access to WhatsApp features per our [MSA](#), or, in response to any request by Meta.