



عيادة جميرا الأمريكية
Jumeirah American Clinic

Jumeirah American Clinic FZ-LLC
Al Razi Building 64, Block F,
Dubai Healthcare City

Letter of Authorization

19-08-2024

This is to certify that **BroadNet Technologies** is authorized to use the Sender IDs ("SIDs") specified below within the indicated time frame to send A2P SMS on behalf of Jumeirah American Clinic FZ-LLC(JAC).

JAC represents and warrants that the SIDs specified below represent the Company Name/Brand/Identity JAC and that no other person or entity has the right to use or cause the distribution thereof of these SIDs. Conflicts on SIDs will be handled on a case-to-case basis.

In signing this letter JAC agrees that disputes over rights to use a SID will be settled by Smart in good faith. SIDs are on a first come first served basis. If your requested SID is not available, you may choose an alternative version.

Accordingly, JAC hereby undertakes that it shall hold **Smart Communications Inc.**, its directors, stockholders, officers, employees and agents, free, harmless and indemnified against any and all successful claims, suits, proceedings, actions, and other demands of third parties claiming brand or trade mark infringement with respect to the use of the specified SIDs below as JAC masked name.

***Notes:**

- Purpose of SMS: ALL | OTP | NOTIFICATIONS | MARKETING | INTERNAL COMPANY USE
- Feel free to add more rows if you have more SIDs.
- Maximum of eleven (11) alphanumeric characters only per SID.
- Spaces are allowed. One space is equivalent to one (1) character.
- Big or small caps are allowed.
- Underscore, period, dash, question mark and exclamation points can be used, but this is highly discouraged as it may not reflect depending on the device of the user. We highly recommend clients to limit their SIDs to ASCII letters, 0-9 digits and spaces.
- SIDs should truly represent your Company Name/Brand/Identity to easily identify the SMS sender.
- Use of common nouns/generic names and words as SIDs will not be allowed.
- SIDs must not be that of any other company or competitor.
- SIDs must not be derogatory.

Sender ID*	Purpose of SMS*	Validity Period	
		From	To
JAC	For OTP	05-10-2025	05-10-2025



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By signing this LOA, the Company confirms that they have read and fully accepted all the terms and conditions stated within this LOA. To indicate their acceptance, the authorized representative of the Company will sign this LOA.:

Submitted by:

Amanda Fakih
CEO
Jumeirah American Clinic FZ-LLC



Noted by:

Rabih Zubaidi
CEO
BroadNet Technologies

