sms made easy
firetext

G-CLOUD 15
SERVICE DEFINITION

FireText® UK Secure (Official) SMS, RCS, WhatsApp & Advanced Messaging

FIRETEXT COMMUNICATIONS LTD
LOT 2B SOFTWARE AS A SERVICE (SAAS)

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1. Introduction

FireText® is a UK cloud-based SMS messaging platform, supported by a UK team. The platform is based out of www.firetext.co.uk, and can also be configured for a variety of projects.

Company Overview

Founded in 2007, FireText® is an award-winning team of SMS marketing experts and developers, delivering a powerful texting platform for organisations across the UK.

FireText® has a refreshing approach to customer service. We provide outstanding support to ensure users get the most out of SMS and FireText's features, all of which can help to hugely improve communications between organisations and their end users.

The FireText® platform supports UK Direct and Tier 1 Connectivity for delivery of UK SMS, International SMS and Other Messaging Services. With a feature-rich API, it is possible to integrate other software with your FireText® account.

FireText® is proudly carbon neutral as an organisation. We're committed to delivering social and environmental value throughout the business, and we've always had a strong ethos in supporting Social Value and its measurable impact on the local area.

Value Proposition

The FireText® solution allows for messages to be delivered in a safe, secure and reliable way - critical when handling public sector data. Data centres are UK-based, and we only use the best UK Direct and Tier 1 connections to deliver your message. This means rapid delivery for large volumes of SMS when required. The FireText® support team is UK-based, meaning that someone is available either on the phone or email. In particular, FireText® specialises in supporting NHS requirements.

What the Service Provides

FireText offers a secure, cloud-based SMS messaging and Advanced Messaging platform, designed for both text marketing and transactional communication, with a strong focus on serving the public sector, including Central Government, Local Government, and NHS sites. The underlying technology is a highly available platform hosted in a UK-only private cloud using Tier 4 UK data centres and UK Direct/Tier 1 Connectivity for rapid, high-volume delivery with over 99.99% uptime. Security is guaranteed by ISO 27001, Cyber Essentials Plus, and the NHS DSP Toolkit, with annual penetration testing. The service is backed by a UK-based support team of SMS experts, providing comprehensive, no-cost support via phone and email. Key outcomes include providing a reliable, secure channel for handling sensitive data, alongside a feature-rich API for system integration, and generating detailed, downloadable delivery reports and click reports to help users ensure efficient campaigns and clean their databases.

Social Value

FireText operates a business model where Social Value is a core requirement, not an optional extra. We focus on key pillars: economic support, community engagement, staff wellbeing, and environmental stewardship. By embedding these goals into the daily work of our team, we ensure that our social impact is

consistent and sustainable. We take a transparent, accountable approach to our progress, ensuring that as our business grows, our positive contribution to the economy and the environment grows in parallel. We aim to reflect this in the following commitments.

Local Foodbank Donations

FireText formalises its existing programme of support by committing to a minimum of 12 local foodbank engagements and deliveries per year, totalling 48 over the 4-year contract period.

This activity supports community cohesion and local economic resilience by reducing short-term financial pressures on vulnerable individuals and households, aligning with the model sub-criteria for Plans for positive actions with community groups. Our specific commitment is to engage with local foodbanks - anchor institutions within our communities - to understand their immediate needs (co-design) and deliver necessary resources (cash donations, specific items, or volunteer time) monthly.

Our Social Value Lead will monitor delivery through a monthly internal social value log, and review performance annually to confirm the minimum commitment of 12 actions per year has been delivered. Evidence will include internal records of engagement (as per the Standard Reporting Metric 3bi: Number of engagement activities with the community) and annual financial donation or delivery confirmations.

Uncharged Advice to Small Businesses, Charities, and Social Enterprises

To support UK economic growth and help small organisations thrive, FireText commits to giving a minimum of 10 hours of uncharged expert advice per year, totalling 40 hours over the 4-year contract, to Small Businesses (SMEs), Charities, and Social Enterprises (VCSEs).

This advice will focus on communication tools, digital support, and technical guidance. This commitment shows a collaborative way to work with a diverse range of businesses and strengthens economic resilience.

We will track and record the hours provided in a monthly internal log. Our Social Value Lead will review the performance annually, with the help of FireText's Customer Success Team. Evidence will be session records showing the organisation we helped, the topic covered, and the duration of the advice provided.

Uncharged Advice to NHS Clients

FireText will support the mission to build a resilient NHS by proactively providing a minimum of 5 hours of uncharged expert digital advice per year, totalling 20 hours over the life of the contract, to NHS client organisations.

This advice will help NHS teams improve efficiency and use digital tools better, which reduces their workload, administrative stress, and ultimately helps the staff's wellbeing. This supports the model sub-criteria for actions to invest in the physical and mental health and wellbeing of the contract workforce.

We will measure this by recording the Number of hours spent setting up and delivering staff health and wellbeing (Standard Reporting Metric 8ai). The time provided and topics covered will be reviewed by our Social Value Lead together with the help of FireText's Customer Success team, and confirmed annually during contract management meetings.

Influencing staff & suppliers

FireText commits to 20 hours total (at least 5 hours per year) of structured engagement activities over the 4-year contract, led by our Climate Champion.

These activities (like workshops and briefings) will be used to influence staff, key suppliers, and communities on practical carbon reduction measures such as energy efficiency, waste, and sustainable transport. This is achieved by delivering Training and education and Partnering/collaborating.

We will measure success using the Standard Reporting Metric 4bi: Number of hours spent influencing staff, customers and communities to support the environment. We will also track improvements in our supplier environmental scores and actions taken to reduce our carbon footprint. Progress will be reviewed annually and reported to ensure our targets are met.

Overview of the G-Cloud Service

The FireText® platform already delivers SMS and messaging projects across the public sector - including for Central Government, Local Government and NHS sites.

A free trial account of the platform is available for you to test out the solution. You can send messages either directly from the web platform or through an API. Please see the Availability of Trial Service under Using the Service (Section 3) for more information.

The service is run within a UK-only private cloud. FireText® is also accredited to Cyber Essentials Plus and NHS DSP Toolkit standards. The platform is penetration tested by a CREST and NCSC CHECK accredited company every year.

SMS credits are purchased upfront and used across the length of the call-off contract. The FireText® team can provide assistance when compiling the call-off contract.

Associated Services

The core FireText service is purchased via upfront SMS credits. Included at no extra cost are the sophisticated API, comprehensive UK-based support, all necessary maintenance, training, and secure data storage in UK private cloud data centres. This also includes features like URL tracking and detailed reporting.

2. Data Protection

Information Assurance/Security

ISO 27001:2017
Cyber Essentials Plus
NHS DSP Toolkit
CREST & NCSC CHECK Penetration Tested

Data centres are on a community cloud network based in the UK. Physical access is restricted, and sites are monitored by dedicated security teams 24/7. Data storage is on data centre tier: Uptime Institute Tier 4.

Data Protection between user and service is over VPN using TLS 1.2 or above.

HA Load balancers are present at each data centre. From here, it is possible to spread load across multiple servers to deliver services. We operate Ansible playbooks to allow for quick provisioning of additional servers, should our monitoring indicate failures or the need for additional resources.

Data Back-Up and Restoration

Back Up & Restore
Backups are maintained at hourly, daily and monthly intervals, as well as maintaining daily offsite backups. Our servers and systems rely on a high availability architecture. All components are N+1 redundant, with data being replicated in real time to a hot spare. We endeavour to respond to issues within 30 minutes. In the event of a disaster requiring restoration from backups, we aim to restore the data within 2 hours.

Data processing & storage location
Data is stored on cloud servers housed in UK data centres. Physical access is restricted. The sites are monitored by dedicated security teams 24/7 to ensure client data is kept secure. Our servers communicate via encrypted channels, with data between sites going over dedicated interconnects within the UK and EEA.

Data restoration / service migration
During outages, we endeavour to switch to a redundant standby system for minimal impact on services, as well as capturing real-time data where available for later processing.

FireText® uses StatusPage updates for communication during outages. Users can view the StatusPage here: https://status.firetext.co.uk and can also subscribe via this page to receive updates via email.

Business continuity statement/plan
FireText® has a Business Continuity and Disaster Recovery plan that is audited annually as part of ISO27001.

The purpose of the plan is to prepare our business in the event of extended outages caused by factors beyond our control and to restore services to the widest extent possible in a minimum time frame. Our key focuses include staff welfare, communicating with staff and the use of equipment.

We have mapped out detailed processes and responsibilities for the following scenarios: A premises incident. infrastructure incident, a staff incident, an application incident, or a privacy & security incident. Strict Policies & Procedures are in place to avoid these scenarios. However, our Business Continuity and Disaster Recovery plan focuses on all potential possibilities, no matter the likelihood or risk.

Each scenario contains a critical activity, details and responsible person(s). Once the situation is stabilised, we enter a recovery phase. For example, in the event of a premises evacuation, the senior team will check everyone on-site has been evacuated and assess the scale of the incident. If necessary, staff will use home internet connections and terminals (if required) for business continuity. If home connection is unavailable, we would contact local shared office providers to rent desk space. If disruption is expected, our team would inform customers via email.

A more detailed plan can be provided to buyers on request.

Privacy by Design
FireText® is up to date with the requirements of GDPR, and has detailed our scope and policy statement here:

ShapeTo ensure that FireText® shall at all times remain fully compliant with the requirements of the General Data Protection Regulation and Data Protection Act 2018, also known as "UK GDPR". To ensure that FireText® is properly undertaking the activities and implementing the controls required by UK GDPR, and that full and accurate data protection records are created and maintained to demonstrate compliance.

Key GDPR Definitions
Personal Data refers to information about a living individual, which means that they can be identified (a) from that data, or (b) from that data and any other information which is, or could in the future, come into the possession of the data controller. Also see Special Categories of Personal Data.

Special Categories of Personal Data (also known as Sensitive Personal Data) refers to a specific subgroup of Personal Data, which comprises an individual's:

- racial or ethnic origin
- political opinions
- religious or philosophical beliefs
- trade union membership
- physical or mental health
- sexual preferences or activities
- biometric or genetic data

Data Controller refers to the person, organisation, public authority, agency or other body who, either alone or with others, determines the purposes for which and the manner in which any personal data is to be processed, and defines the controls required for such Processing.

Data Processor refers to any person or organisation (other than an employee of the Data Controller) who

undertakes the Processing of personal data on behalf of the Data Controller.

Processing refers to any operation which is performed upon or applied to personal data, whether undertaken manually or by automated means, including its acquisition, organisation, storage, retrieval, consultation, amendment, availability, disclosure, erasure or destruction.

Data Subject refers to an individual who is the subject of personal data.

ShapeData Subject Consent refers to the Data Subject's approval or agreement for an activity to take place, having given consideration to the benefits and risks of the activity. For consent to be valid, the data subject needs to be informed, have the capacity and knowledge to make a decision, and to have given their consent voluntarily. Specific requirements need to be met in connection with the consent which is given by Children, including validating parental consent and the age of the Child.

Child refers to a data subject who is under 16 years of age, and for those under 13 years of age processing is only lawful if parent or guardian Consent has been obtained.

Supervisory Authority refers to the national data protection authority of each EEA country, responsible for enforcing GDPR within their own nation. The Supervisory Authority is also the reporting point for data breach notifications, for conducting investigations, and for issuing administrative penalties in accordance with the requirements of GDPR. Within the UK, the Supervisory Authority is the Information Commissioner's Office.

Our Scope

Our Data Protection Policy shall:

- Apply to all FireText® activities which related to the Processing of Personal Data, either as Data Controller, or as Data Processor acting under the lawful instructions of a third party.
- Shall apply to all ways in which Personal Data is acquired, received, processed, stored, amended, disclosed and erased by FireText®. This shall include Company data, as well as personal data owned by an external organisation, and entrusted to the Company under a contract which specifically communicates data protection requirements.
- Ensure that the rights of Data Subjects under GDPR are upheld by FireText®.
- Be communicated to all employees, contractors, third-party users, external Data Processors, and any other organisation or individual with a bona-fide need to access Personal Data held by or entrusted to FireText®.

Our Policy Statement

In order to fully comply with UK GDPR, FireText® shall:

- Keep all personal information (including employee information) secure, regardless of its format or category, or the process or activities which use it, so as to prevent accidental or unauthorised loss, theft or breach.
- Maintain a full and accurate inventory of all personal data which is under its control.

- Provide regular data protection training to all personnel and third parties who are engaged in delivering any activity which involves the processing of personal data.
- Provide specific data protection training for those employees with specific GDPR responsibilities, including Senior Management and the organisations Data Protection Officer
- Ensure that all data processing activities are subject to full and accurate Privacy Impact Assessments, and promptly acting to remediate the findings of such assessments.
- Ensure that personal data processing activities are afforded suitable protection by conducting risk assessments of the physical, technical and personnel elements of the activity.
- Validate that personal data is afforded the protection which is documented with the Companies Acceptable Use Policy and Access Control Policy.
- Only process personal data for legitimate business purposes, and in accordance with the Privacy Impact Assessment which has been prepared to cover that purpose.
- Ensure that all personal information is properly returned or effectively deleted or destroyed when it is no longer required, in accordance with supporting Privacy Impact Assessments.
- Implement a suitable mechanism and supporting records for recording data subject consent for the processing of their personal data, and using these records as a reference point when deciding how personal data is to be processed.
- Clearly communicate to data subjects how their personal data is to be processed, where it is to be transferred to (if applicable), and their rights as data subjects.
- Maintain clear and concise Privacy Notices, and related information for data subjects.
- Ensure that third parties involved in personal data processing activities understand this Policy and related GDPR documentation, and can evidence their own levels of GDPR compliance.
- Ensure that effective processes, technical controls and competent resources are in place to undertake tasks promptly and diligently related to delivering the rights of data subjects.
- Implement effective processes and monitoring controls to provide protection for personal data, and to detect any loss, theft or data breaches.
- Authorise any off-site or off-shore processing of personal data before being approved, and updating and reissuing the corresponding Privacy Impact Assessment.
- Undertake to promptly report any actual or suspected data breaches to the Supervisory Authority within the required timeframes, and to communicate the breach to affected data subjects.
- Willingly and fully co-operate with any investigations into data breaches as may be required by the Supervisory Authority or similar legislative function.

For more information please visit:

www.firetext.co.uk/privacy/gdpr

3. Using The Service

Ordering and Invoicing

SMS credits and any additional services can be added to an account upon receipt of a valid PO number, and payment terms are 30 days from the date of invoice.

SMS credits can also be purchased instantly using a credit card through the FireText® platform. FireText® can assist in completing a call-off contract - please get in touch at gcloud@firetext.co.uk

Availability of Trial Service

Users can set up a free trial account online to access the full web platform here: www.firetext.co.uk/pricing/trial/gcloud. It can also be accessed via the API. Users receive 25 free trial SMS credits for testing, which expire after 30 days. Users can upload contacts, create groups and send SMS messages following verification.

Get your SMS project started with the free, no-obligation trial or call us on 0800 038 5522.

On-Boarding, Off-Boarding, Service Migration, Scope etc.

On-Boarding

On-boarding is simple. Users can access the FireText® platform via the web browser, and it is completely free of charge to set up an account. To get started, prospective users can visit www.firetext.co.uk/pricing/trial/gcloud to create an account. Creating an account requires first name, surname, organisation name and email address.

Once the account is verified, you can upload contacts immediately using a .csv file or by pasting them into the easy-to-use contact uploader. Once you have SMS credits on the account, you can send messages straight away or schedule these for a later date. You can pay for credits and/or inbound SMS tools instantly using a debit or credit card, or by speaking with the support team, where credits can be added on receipt of a valid purchase order number. Costs are available in our pricing document.

API

Customers must already have either a full or trial account with FireText® to utilise the API. The API can be used at no additional cost. Customers can send and receive messages via the API, as well as check credit, manage contacts, schedule messages, access message reports, create sub accounts, transfer credit to sub accounts, add message templates, and manage keywords including adding forwarding rules. Authentication is via either username and password or via apiKey. API requests are only supported using TLS 1.2 or above.

International SMS

International SMS can be provided to most countries, and guidance can be given on what requirements and regulations each country and its networks have in place.

International destinations (non-UK) are charged at 4 credits per SMS (160 GSM characters) for each recipient.

As country availability and filtering rules are regularly updated across the SMS industry, please get in touch with the support team to discuss your requirements.

Off-boarding

Off-boarding is straightforward. You can utilise the FireText® platform for as many (or as few) SMS campaigns as you need. There are no long-term contracts.

Accounts can be closed upon request from users, or at the end of the call-off contract period.

The team provides off-boarding support over email and phone calls during our normal office hours of Monday to Friday, 0900 to 1700 (excluding bank holidays). We provide this at no additional cost.

As an account user, you can download data as a .csv file, including sent messages, received messages and contacts. You can also obfuscate account data on account closure by requesting this from FireText's support team. There are no additional costs for this.

Training

On-boarding support is available through online conferencing, email and over the telephone during normal office hours. Training is in the form of web demonstrations, and can include all aspects of the web platform and API.

Implementation Plan

A detailed implementation plan can be provided to the buyer on request.

Service Management

Routine maintenance of the software application and server operating systems shall be performed between the hours of 11:00pm and 8:00am where possible.

Service Constraints

International SMS availability varies on a country-by-country basis, and even on a network-by-network basis within each country. There may be specific requirements for international SMS to be successful, and FireText® will endeavour to provide the most accurate and up-to-date guidance available. For instance, some countries require pre-registration of service, and others require all messages to be sent from a local reply number.

Service Levels

FireText will guarantee 99.9% monthly availability of the Services 24/7/365. Should the FireText SLA be violated and the customer has made a pre-purchase of SMS credits, the user can request a refund of any remaining credits.

Support is available over email or phone during our normal office hours of Monday to Friday, 0900 to 1700 (excluding bank holidays). Outside of normal office hours, support is available via email. Both levels of support are available at no additional cost.

Outage and Maintenance Management

As referenced in Service Management, FireText® conducts routine maintenance.

FireText® uses StatusPage for communication during outages. Users can view the StatusPage here: https://status.firetext.co.uk and can also subscribe via this page to receive updates via email.

Financial Recompense Model for not Meeting Service Levels
FireText guarantees 99.9% monthly availability of the service 24/7/365. The platform is hosted across multiple resilient, UK-based Tier-1 connections and data centres to ensure maximum uptime. We operate dynamic load balancing for rapid provisioning of additional resources if monitoring indicates high load. FireText is ISO27001 and Cyber Essentials Plus accredited, ensuring robust service continuity and security for public sector communications.

Service levels are to be agreed with the client along with specific service credit requirements.

4. Provision Of The Service

Customer Responsibilities
The customer should be aware of the Standard Terms, Privacy Policy and Anti-Spam Policy which govern the use of the FireText® platform. These terms and policies cover use of the platform, cookies, uploaded data and how we enforce anti-SPAM.

These are available on the website as follows:

- Terms & Conditions: www.firetext.co.uk/terms
- Privacy Policy: www.firetext.co.uk/privacy
- Anti-Spam Policy: www.firetext.co.uk/spam

Other Messaging Services

WhatsApp, RCS, Facebook Messenger, Instagram Messenger, Apple Messages for Business, Viber.
The customer should be aware that in addition to the FireText® Standard Terms, Privacy Policy and Anti-Spam Policy which govern the use of the FireText® platform, there may be additional standard terms that govern these channels. Please contact us for more information.

Technical Requirements and Client-Side Requirements
Functionality requires a connection to the internet, and javascript enabled on your web browser. Web browsers and API requests must support TLS 1.2 or above.

Browsers
The FireText® platform supports access via the following web browsers: FireFox, Chrome, Safari, Microsoft Edge and Opera.

Outcomes/Deliverables
The FireText® platform allows the user to send and receive messages, and also view delivery reports and click reports. All message and report logs can be downloaded as a .csv file.

Development life cycle of the solution

In line with ISO27001, we have a Secure Development Policy which incorporates the best practices of agile Systems Development Life Cycle (SDLC) as part of our ongoing development of the product. Our agile software development methodology incorporates a kanban board, daily technical meetings, two-week sprints, and retrospectives.

After-sales Account Management

Every customer receives handholding support as standard, as well as proactive communications before and after purchases. This includes, but is not limited to, tailored suggestions of tools that add to an efficient user experience. For example, the Low Credit Alert tool, which alerts users when the remaining SMS credits on the account go below a specified threshold. This is enabled at no extra cost.

FireText's NHS & Public Sector Lead is available on standby at no additional cost, backed by a team of Account Managers and a technical department. To grow business partnerships and establish long-term connections, our NHS & Public Sector Lead will regularly arrange virtual calls with customers, helping to ensure every user can make the most of the account and the features available.

Termination Process

There are no long-term contracts when using the FireText® messaging platform. Data can be obfuscated upon request by contacting the support team. There are no early termination fees.

5. Our Experience

Case studies & Clients

Here's what our customers say about us:

"We have used the FireText SMS platform for a number of years.
We receive excellent service and support from the FireText team."

JIM MILLS, SOMERSET FOUNDATION TRUST

"The FireText team and platform are excellent. We integrate our FireText account with another software provider and the process was very easy."

SIMON MIDLANE, NORTH EAST LONDON ICB

Contact Details

Andrew Cook
Email: gcloud@firetext.co.uk
Tel: 0800 038 5522