

QuickSMS - G-Cloud 15 Service Definition

Public Sector & Government SMS and RCS Messaging Platform

Service Overview

This Service Definition describes the QuickSMS messaging platform as offered under G-Cloud 15 on the UK Government Digital Marketplace.

QuickSMS is a UK-based Public Sector SMS Provider and Public Sector RCS Provider, delivering secure, scalable and compliant digital messaging services for Central Government, Local Authorities, NHS organisations, Arms-Length Bodies and other regulated public sector entities.

The service is designed to support operational messaging, citizen engagement and NHS patient communications, including appointment reminders, alerts, notifications, authentication messages and two-way interactions, while meeting UK public procurement regulations, NHS information governance standards and government cyber security requirements. QuickSMS provides a multi-channel citizen communications platform for government and public sector organizations.

QuickSMS supports both UK and international message delivery. International messaging is routed, governed and audited from UK-hosted infrastructure, applying the same UK-based security, data residency and assurance controls as domestic messaging.

Executive Summary

QuickSMS is a UK-based public sector messaging provider delivering secure, scalable and compliant SMS, RCS and multi-channel digital communications for central government, local authorities, NHS organisations, arm's-length bodies and other regulated public sector entities.

The service is designed to support operational communications, statutory notifications, citizen engagement and NHS patient messaging, including appointment reminders, alerts, notifications and secure two-way interactions.

QuickSMS supports both UK and international message delivery for public sector organizations, with all routing, governance, audit logging and security controls operated from UK-hosted infrastructure under UK jurisdiction.

The platform operates under an ISO/IEC 27001:2022 certified Information Security Management System and is designed to meet the security, assurance and governance requirements expected by public sector and NHS organisations, including alignment with NHS DSP Toolkit and DTAC requirements.



QuickSMS provides a low-risk, procurement-ready messaging platform that enables public sector organisations to deliver reliable digital communications while meeting information governance, cyber security and public procurement obligations.

QuickSMS supports NHS Digital First strategies, including app-first messaging workflows with automatic fallback to RCS and SMS to ensure reliable patient communication.

Keywords: government messaging platform; public sector SMS provider; public sector RCS provider; NHS-approved messaging supplier; NHS SMS and RCS messaging; NHS Digital First; NHS App-first messaging; multi-channel citizen communications; two-way SMS; RCS Business Messaging; operational notifications; statutory communications; appointment reminders; emergency messaging; UK data residency messaging; ISO 27001 messaging provider.

Public Sector and NHS Focus

QuickSMS operates exclusively within the public and regulated sectors and has been designed to integrate seamlessly into government and NHS operational environments.

The platform supports both high-volume national messaging programmes and local service delivery, enabling organisations to communicate reliably with citizens, patients and staff.

QuickSMS is the exclusive SMS and RCS messaging partner integrated within the Access Group Rio clinical system and also integrates with SystmOne and other NHS systems using secure, standards-based APIs. This enables messaging to be triggered directly from clinical and administrative workflows, reducing manual effort and improving service outcomes.

Framework and Regulatory Context

This service definition is structured to support G-Cloud 15 buying, which is delivered by Crown Commercial Service and let under the Procurement Act 2023.

The service is presented in a manner consistent with Crown Commercial Service framework requirements and UK public procurement principles, supporting transparency, proportionality and auditability during supplier selection and contract award.

Messaging Capabilities

QuickSMS provides a comprehensive range of messaging services, including:

- SMS messaging (outbound and inbound)
- RCS Business Messaging, including:



- Branded RCS
- Single-message RCS
- Conversational RCS with two-way interaction
- Multi-channel messaging, including WhatsApp Business, Apple Business Messaging, Facebook Messenger, Instagram, Telegram, Viber and LINE
- Transactional and notification email services
- Voice messaging
- International Public Sector Messaging: QuickSMS supports international SMS and RCS message delivery for public sector organizations where overseas communications are operationally required, including citizen notifications, consular communications and cross-border service delivery. All international message routing, governance, audit logging and security controls are operated from UK-hosted infrastructure and governed by UK law.
- All messaging services are delivered through a single, unified platform with automatic RCS-to-SMS fallback, ensuring maximum reach, resilience and service continuity.

Security, Governance and Data Residency

QuickSMS operates a fully audited Integrated Management System and holds the following certifications:

- ISO/IEC 27001:2022 – Information Security Management
- ISO 9001:2015 – Quality Management
- ISO 14001:2015 – Environmental Management
- ISO 45001:2018 – Occupational Health and Safety

The organisation is accredited to Cyber Essentials and Cyber Essentials Plus and undertakes independent penetration testing at least annually.

All services are hosted exclusively within UK-based data centres, with no message content or personal data processed or stored outside the UK. This supports compliance with UK GDPR, the NHS Data Security and Protection Toolkit and DTAC requirements.

Reporting, Audit and Assurance

QuickSMS provides comprehensive real-time and historical reporting through a secure web-based management interface and APIs, including:



- Message-level delivery and engagement reporting
- Timestamped audit logs
- Exportable reports suitable for audit, FOI and assurance purposes
- Evidence supporting NHS DSP Toolkit and DTAC submissions

These capabilities support strong governance, accountability and operational oversight.

Sustainability and Social Value

QuickSMS is Net Zero and operates an ISO 14001 certified Environmental Management System.

The organisation supports public sector Social Value objectives through:

- Digital-first communications that reduce environmental impact
- UK-based service delivery and employment
- Ongoing support for local charities, schools and community initiatives
- Investment in innovation that improves public service delivery

Quantified social value commitments are detailed in Appendix B of this Service Definition.

Procurement Alignment

QuickSMS is offered in full alignment with the Crown Commercial Service G-Cloud framework and UK public procurement principles.

The service provides:

- Clear, framework-compliant service definitions
- Pricing is usage-based and competitive with other UK public sector messaging providers.
- No vendor lock-in
- Defined exit and termination processes
- Strong auditability and assurance

Detailed evaluation mapping is provided in Appendix A, enabling contracting authorities to make defensible, low-risk award decisions.



Summary

QuickSMS provides a low-risk, NHS-ready, public sector-focused messaging platform, combining modern digital communications with strong governance, security and social value delivery.

The service is suitable for organisations seeking a specialist messaging provider capable of supporting critical public services while meeting the highest standards of procurement compliance, information governance and operational assurance.

QuickSMS supports both UK-wide and international messaging delivery for government and public sector organisations where overseas communications are operationally required.

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1. Services Overview

QuickSMS provides an enterprise-grade messaging platform enabling outbound and inbound communications across SMS, RCS and multiple digital messaging channels. The service supports high-volume, time-critical public sector communications with full auditability, UK data residency and strong governance controls.

QuickSMS is used across government and healthcare environments where reliability, security, procurement compliance and scalability are critical.

QuickSMS provides a secure, auditable **multi-channel communications platform** for public sector organizations, supporting SMS, RCS, voice and email delivery through a unified service.

2. QuickSMS Messaging Platform

The QuickSMS platform is a web-based and API-enabled messaging system designed for public sector users. It allows authorized users to compose, schedule, send and receive messages securely, while providing administrators with reporting, audit and governance controls.

The platform is designed to support tens of millions of messages per month, with performance and throughput parameters agreed at call-off.

The platform has been used to support sustained national-scale messaging programs.

Key platform capabilities include:

- Role-based user access and permissions
- Message templates and approval workflows
- Scheduling and throttling controls
- Consent, opt-in and opt-out management
- Full message audit trails
- API-driven automation

3. SMS Messaging Services

QuickSMS delivers Application-to-Person (A2P) SMS messaging using UK-routed connectivity suitable for government and NHS use.

3.1 Outbound SMS

Outbound SMS supports:

- Appointment reminders and confirmations
- Government and local authority notifications
- Emergency and service alerts



- Workforce communications
- One-time passwords and authentication

Features include alphanumeric sender IDs, long numbers, short codes, virtual mobile numbers, delivery receipts, message scheduling, rate limiting and prioritization.

3.2 Inbound SMS

Inbound SMS enables two-way communication with citizens and service users. Features include:

- Dedicated inbound numbers
- Keyword routing
- Automated responses
- API and webhook delivery
- Structured and free-text responses

4. RCS Messaging Services (Public Sector RCS Provider)

QuickSMS provides RCS Business Messaging for public sector and NHS organizations, with automatic SMS fallback to ensure universal reach.

4.1 Branded RCS

RCS Branded Messaging enables public sector organisations to send **verified, trusted messages** using an authenticated sender profile that clearly identifies the sending organisation.

Each RCS sender is registered and verified, allowing recipients to immediately recognise the organisation sending the message, reducing fraud risk and increasing engagement.

Capabilities

- Verified sender profile with organisation name and branding
- Display of organisation logo and brand elements
- Trusted sender status recognised by supported mobile networks
- Rich message content including text, images and links
- Read receipts and delivery status reporting
- Automatic fallback to SMS where RCS is not supported

Public Sector Use Cases



- NHS appointment reminders and confirmations
- Government service notifications
- Local authority updates
- Public information campaigns
- Trust-sensitive communications where sender recognition is critical

Key Benefits

- Increased trust and message credibility
- Reduced risk of phishing or spoofing
- Higher open and engagement rates compared to SMS
- Clear organisational identification for citizens and patients

4.2 Single-Message RCS (Rich Notification)

RCS Single Message is designed for one-way rich notifications, providing an enhanced alternative to traditional SMS while maintaining simplicity and predictability.

Messages are delivered as standalone rich messages without requiring conversational interaction, making this service suitable for high-volume, operational communications.

Capabilities

- One-way rich message delivery
- Support for structured message layouts
- Images, buttons and call-to-action links
- Deep linking to web or digital services
- Delivery and read receipts
- Automatic SMS fallback for non-RCS devices

Public Sector Use Cases

- Appointment reminders with action buttons



- Service disruption alerts
- Public safety notifications
- Payment reminders
- Policy or service change announcements

Key Benefits

- Enhanced clarity compared to SMS
- No requirement for inbound message handling
- Predictable delivery behaviour
- Suitable for large-scale public sector messaging

4.3 Conversational RCS

RCS Conversational Messaging enables two-way interactive communication between public sector organisations and citizens or patients, supporting structured digital conversations within the messaging channel.

This service allows organisations to guide recipients through predefined interaction flows, reducing reliance on call centres and paper-based processes.

Capabilities

- Two-way messaging with structured conversation flows
- Suggested replies and interactive buttons
- Conditional response logic
- Secure handling of inbound responses
- Integration with back-office systems via API
- Full audit trail of conversations
- Automatic SMS fallback for non-RCS users

Public Sector Use Cases

- NHS appointment confirmations and rescheduling



- Patient questionnaires and follow-ups
- Service eligibility checks
- Digital triage and pre-assessment
- Citizen service requests and acknowledgements

Key Benefits

- Reduced inbound call volumes
- Faster resolution of service interactions
- Improved user experience
- Consistent, auditable digital engagement

4.4 RCS Fallback and Reliability

All RCS services provided by QuickSMS include automatic SMS fallback, ensuring messages are delivered even when:

- The recipient's device does not support RCS
- The mobile network does not support RCS
- RCS is temporarily unavailable

This guarantees business continuity and service reliability for government and NHS communications.

4.5 Why QuickSMS RCS for the Public Sector

- Verified and trusted sender identities
- Designed for NHS and government use cases
- UK-based hosting and governance
- Seamless integration with existing SMS services
- Scalable for national-level communications
- Fully compatible with public procurement requirements

5. APIs, Integration Capabilities and Developer Services



QuickSMS provides a comprehensive, secure and scalable set of enterprise messaging APIs enabling public sector, government and NHS organisations to integrate SMS and RCS messaging directly into existing systems and workflows.

The APIs support automation, event-driven messaging, two-way communication, delivery reporting, auditability and governance, and are suitable for local, regional and national public sector deployments.

QuickSMS supports UK and international message delivery across all supported channels, with consistent governance and reporting.

Full technical documentation is publicly available at:

<https://www.quicksms.com/apiguide>

5.1 API Architecture Overview

QuickSMS APIs are designed in line with UK public sector and NHS integration principles, prioritising reliability, simplicity, security and interoperability.

Supported Integration Interfaces

Interface	Description	Typical Use
REST API (JSON over HTTPS)	Primary integration interface, High-throughput messaging interface	NHS clinical systems, government platforms, CRMs, National or time-critical messaging
Webhooks (HTTP POST)	Event callbacks	Inbound messages, delivery receipts, seen receipts

All API traffic is encrypted in transit and authenticated using secure credentials.

Unified SMS and RCS Message Submission Model

QuickSMS uses a single API endpoint and a single JSON payload structure for both SMS and RCS messaging.

The platform automatically determines whether a message is delivered as RCS or SMS based on:

- Whether the Sender ID is registered and verified for RCS
- Whether the recipient device and mobile network support RCS



Where RCS is unavailable, QuickSMS automatically attempts RCS delivery for a short period and then **falls back to SMS**, ensuring maximum reach and delivery reliability without requiring changes to the payload or integration logic.

This unified model simplifies integration, reduces operational risk and supports high-availability public sector communications.

5.2 Supported Messaging Channels via API

QuickSMS supports a broad range of messaging channels through a **single, unified API platform**, enabling multi-channel public sector communication while maintaining consistent governance, security and audit controls.

Channel	Outbound	Inbound	Automatic Fallback	Read / Seen Receipts
SMS	Yes	Yes	N/A	Delivery
RCS (Branded, Single, Conversational)	Yes	Yes	SMS	Delivery + Seen
WhatsApp Business	Yes	Yes	Optional	Yes
Apple Business Messaging	Yes	Yes	Optional	Yes
Facebook Messenger	Yes	Yes	Optional	Yes
Instagram Messaging	Yes	Yes	Optional	Yes
Telegram	Yes	Yes	Optional	Yes
Viber Business Messaging	Yes	Yes	Optional	Yes
LINE Business Messaging	Yes	Yes	Optional	Yes



Channel	Outbound	Inbound	Automatic Fallback	Read / Seen Receipts
Email Messaging	Yes	No	N/A	N/A

All channels are delivered through the same QuickSMS platform and are governed by the same security, audit and compliance controls.

5.3 Message Submission API (SMS & RCS)

Endpoint

POST <https://api.quicksms.com/rcs/v2/api>

This endpoint is the unified submission interface for both SMS and RCS; the path name reflects the RCS-capable gateway, but the payload supports SMS-only delivery and RCS with automatic SMS fallback.

Authentication

HTTP Basic Authentication over TLS.

Example: Send SMS or RCS Message (JSON Payload)

json

```
{
  "reqType": "BULK",
  "MSISDN": "447891658396",
  "msg": "Your appointment is confirmed for 10:30 on 14 March. Reply YES to confirm or",
  "sender": "NHS-Clinic"
}
```

Delivery Behaviour

- If the sender is **RCS-registered**, the message is delivered as **RCS**
- If RCS is not supported, the platform **automatically falls back to SMS**
- The same payload structure is used in all cases



This ensures **predictable integration behaviour** and **high delivery success rates** for NHS and government communications.

Optional Parameters

```
json
{
  "reqType": "BULK",
  "MSISDN": "447891658396",
  "msg": "Service update notification",
  "sender": "LocalCouncil",
  "multi": true,
  "cid": "CASE-REF-12345",
  "Delurl": "https://example.gov.uk/delivery-receipts"
}
```

Parameter	Purpose
multi	Indicates multipart messaging
cid	Customer reference for audit and reporting
Delurl	Callback URL for delivery receipts

RCS Service Types (Behavioural Definition)

Although the **JSON payload remains the same**, QuickSMS supports multiple RCS service behaviours:

RCS Branded Messaging

- Verified sender identity
- Organisation name and branding displayed
- Increased trust and fraud prevention
- Suitable for NHS and government communications

RCS Single Message



- One-way rich notifications
- Structured layouts and action buttons
- Ideal for reminders, alerts and confirmations

RCS Conversational Messaging

- Two-way interaction
- Inbound responses delivered via webhooks
- Supports structured conversational workflows
- Suitable for appointment confirmations, triage and service interactions

The RCS service type is determined by **sender registration and workflow configuration**, not by changing the API payload.

5.4 Inbound Messaging (SMS & RCS)

Inbound messages are delivered to customer systems via **secure HTTP POST webhooks**.

Example: Inbound Message Payload

```
json
{
  "MSISDN": "NotifyTest",
  "Message": "YES",
  "Number": "44789100000",
  "DateRecieved": "2026-03-13 11:54:32",
  "ID": "MxJFwONiywR7yZysg7iAtDXQ"
}
```

Inbound messaging supports:

- Conversational RCS
- SMS replies
- Keyword-based routing
- Automated workflow processing



- Full audit logging

5.5 Delivery Receipts and RCS Seen Receipts

QuickSMS provides delivery and engagement reporting via callbacks.

Delivery Receipt (DLR)

```
json
{
  "reference": "564634E434D0586B0C957D97E556CAD",
  "MSISDN": "447891658396",
  "status": "3",
  "substatus": "5",
  "deliverytime": "2026-03-13 16:36:48",
  "cid": "CASE-REF-12345"
}
```

RCS Seen Receipt (RCS Only)

```
json
{
  "reference": "564634E434D0586B0C957D97E556CAD",
  "CID": "CASE-REF-12345",
  "MSISDN": "447891658396",
  "seentime": "2026-03-13 16:36:48"
}
```

Seen receipts are generated **only for RCS messages** and are not available for SMS.

5.6 Security, Governance and Reliability

- TLS-encrypted API traffic
- Secure credential-based authentication
- Rate limiting and abuse protection
- Full request and response logging



- Annual independent penetration testing
- UK-based hosting with no offshore data processing
- Designed for high-volume, low-latency delivery

Developer Support and Documentation

QuickSMS provides:

- Public API documentation
- Example payloads and workflows
- Pre-sales and onboarding technical support
- Ongoing developer assistance

Documentation:

<https://www.quicksms.com/apiguide>

5.7 Public Sector Benefits

- Single API for SMS, RCS and OTT channels
- Automatic RCS-to-SMS fallback
- Simple and predictable integration model
- NHS-ready and government-ready architecture
- Strong auditability and governance
- Fully compliant with public sector procurement expectations

5.8 Additional Digital Messaging Services

In addition to SMS and RCS, QuickSMS supports the following channels under G-Cloud 15:

- WhatsApp Business Messaging
- Apple Business Messaging
- Facebook Messenger
- Instagram Messaging
- Viber Business Messaging
- Telegram



- LINE, Kakao and Zalo Messaging
- Transactional and notification email services

All channels are governed through a unified platform with consistent security and audit controls.

5.9 Voice Messaging and SMS-to-Voice Services

QuickSMS supports **voice messaging and SMS-to-Voice delivery** as part of its multi-channel communications platform.

Voice and SMS-to-Voice services support accessibility and inclusion requirements by enabling communications with service users who are unable to access SMS or digital messaging, supporting public sector equality and inclusion objectives.

SMS-to-Voice enables text-based messages to be converted into automated voice calls, allowing organisations to reach recipients where SMS or digital messaging is not suitable or accessible.

Voice messaging services support:

- Automated outbound voice notifications
- Text-to-speech delivery of messages
- Delivery to landline and mobile numbers
- Use as an alternative or fallback channel

Voice services can be triggered via the same APIs and workflows used for SMS and RCS, enabling consistent governance, reporting and audit across channels.

Public Sector and Accessibility Benefits

SMS-to-Voice messaging supports public sector accessibility and service continuity requirements, including:

- Communications with service users who do not use mobile messaging
- Support for accessibility needs
- Delivery of time-critical or urgent notifications
- Fallback where SMS delivery is not possible

Voice messaging is governed by the same security, audit and reporting controls as other messaging channels.

5.10 Virtual Mobile Numbers (VMNs) for Two-Way SMS



QuickSMS provides **Virtual Mobile Numbers (VMNs)** to enable **two-way SMS messaging**.

VMNs allow recipients to reply directly to messages using a standard mobile number, supporting conversational and interactive messaging use cases.

VMN options include:

- **Dedicated VMNs** allocated to a specific service or organisation
- **Shared VMNs** used across multiple services where appropriate

Inbound messages are received via the QuickSMS platform and made available through secure APIs and reporting interfaces, supporting automation, workflow integration and audit requirements.

5.11 Shortcodes for SMS Messaging

QuickSMS supports both shared and dedicated SMS shortcodes for public sector messaging.

Shortcodes enable:

- High-volume outbound messaging
- Easy-to-recognise sender identities
- Two-way messaging and keyword-based interactions

Shortcodes are suitable for public-facing services, campaigns and operational communications where consistency, recognition and scale are required.

All shortcodes messaging is governed by the same security, reporting and audit controls as other messaging channels.

5.12 Email to SMS and Email to RCS Functionality

QuickSMS provides Email to SMS and Email to RCS Functionality enabling SMS and RCS messages to be sent using standard email systems.

Email to SMS / Email to RCS allows organisations to:

- Send SMS and RCS messages from existing email workflows
- Integrate SMS / RCS into legacy systems without API development
- Support operational and contingency messaging



Email to SMS / Email to RCS messages are processed through the QuickSMS platform and benefit from the same delivery management, reporting and audit capabilities as API-submitted messages.

For non-technical stakeholders, this API model reduces implementation time, lowers integration risk and avoids channel-specific development costs.

6. Reporting, Monitoring, Audit and Assurance

QuickSMS provides comprehensive real-time and historical reporting, monitoring and audit capabilities across all supported messaging channels. These capabilities are delivered through a secure web-based management interface and via APIs, and are designed specifically to support public sector governance, NHS information governance, audit and assurance requirements.

6.1 Web-Based Reporting and Management Interface

Authorised users access reporting and monitoring functions through the QuickSMS secure web interface. The interface provides:

- A central dashboard showing message volumes and delivery performance
- Filtering by date range, channel, sender ID, campaign or customer reference
- Real-time visibility of message status (submitted, delivered, failed)
- Drill-down to individual message records
- Role-based access controls ensuring users only see data relevant to their role

This supports operational oversight while maintaining appropriate segregation of duties for audit and compliance users.

6.2 Message Delivery, Status and Engagement Reporting

For each message, the platform records and reports:

- Message submission timestamps
- Delivery timestamps and delivery outcomes
- Failure reasons where applicable
- Read and seen receipts for RCS messages
- Correlation between outbound messages and inbound responses



This enables public sector organisations to verify message delivery, demonstrate service effectiveness and investigate delivery issues where required.

6.3 Audit Logs and End-to-End Traceability (ISO 27001 Alignment)

QuickSMS maintains **comprehensive, timestamped audit logs** covering:

- Message submission, routing and delivery events
- Inbound messages and responses
- User access and activity within the web interface
- API requests, callbacks and system interactions

These logs support the requirements of **ISO 27001** relating to:

- Event logging and monitoring
- Accountability and traceability
- Incident investigation and forensic analysis

Audit data is retained in line with documented retention policies and is protected against unauthorised access or modification.

6.4 Reporting and Data Export

Reporting data can be exported securely for internal use.

Supported exports include:

- CSV files for analysis and reconciliation
- Structured datasets for governance and assurance activities

Exports support:

- Internal and external audits
- Freedom of Information (FOI) requests
- Service performance and contract reviews
- Financial and operational reconciliation



6.5 Usage, Performance and Capacity Monitoring

The reporting interface provides visibility of:

- Message volumes by channel and sender
- Usage trends over time
- Peak usage periods
- Delivery success rates and performance indicators

This enables organisations to monitor service usage, plan capacity and demonstrate effective service management.

6.6 NHS DSP Toolkit Evidence Support

QuickSMS reporting and audit capabilities support NHS organisations in meeting DSP Toolkit requirements by providing:

- Evidence of secure processing and monitoring of personal data
- Audit trails demonstrating access control and accountability
- Delivery confirmation supporting assurance of communication effectiveness
- Records suitable for incident management and investigation

Reporting outputs can be used directly as supporting evidence during DSP Toolkit submissions and reviews.

6.7 DTAC (Digital Technology Assessment Criteria) Alignment

Reporting, monitoring and audit functions support DTAC requirements across:

- **Data protection and information governance** – through traceable, auditable message handling
- **Cyber security** – through logging, monitoring and oversight of system activity
- **Clinical safety and operational assurance** – by enabling verification of message delivery and responses
- **Technical assurance** – via demonstrable monitoring and performance reporting

These capabilities help NHS and health and social care organisations evidence compliance with DTAC expectations when using QuickSMS.

6.8 API Access to Reporting and Audit Data



In addition to the web interface, reporting and audit data can be accessed programmatically via APIs and webhooks. This allows organisations to integrate messaging data into existing:

- Monitoring platforms
- Business intelligence tools
- Governance and assurance systems

6.9 Public Sector and NHS Benefits

- Strong auditability and accountability
- Clear evidence for ISO 27001 controls
- Direct support for NHS DSP Toolkit submissions
- Alignment with DTAC assurance expectations
- Reduced governance and reporting overhead
- Suitable for inspection, audit and regulatory review

7. Public Sector and Government Use Cases

QuickSMS is designed to support a wide range of **public sector communication use cases**, enabling central government, local authorities and NHS organisations to deliver secure, reliable and auditable digital messaging for operational, statutory and citizen-facing services.

Both one-way and two-way communications are supported, enabling organisations to improve engagement, reduce manual processing and maintain strong governance and audit controls.

The service supports multi-channel communications strategies commonly adopted by central government departments, enabling channel selection, fallback and resilience for citizen communications.

7.1 Central Government Use Cases

QuickSMS supports central government departments, executive agencies and arm's-length bodies with secure, auditable messaging for operational and citizen-facing services.

- Service notifications and alerts
- Policy, programme and operational communications
- Two-way messaging for confirmations, responses and acknowledgements



- High-volume and time-sensitive communications

The platform supports delivery at national scale while maintaining message-level auditability, reporting and compliance with public sector governance requirements.

Typical use cases include:

- Case updates and service notifications
- Identity, status and appointment communications
- Two-way messaging for confirmations and responses
- Time-critical operational alerts

The service is suitable for use by central government functions such as revenue, border, passport, justice and welfare services, including organizations with statutory casework and citizen-facing operations.

7.2 Local Authority Use Cases

Local authorities use QuickSMS to deliver efficient and accessible **citizen communications** across a wide range of public services.

Typical use cases include:

- Service notifications and updates
- Revenues, benefits and housing communications
- Waste, parking and environmental services messaging
- Appointment and attendance notifications
- Two-way messaging to reduce inbound contact and manual processing

Digital messaging supports improved service delivery, reduced call volumes and better engagement with residents.

7.3 NHS and Health-Related Use Cases

Within health and social care environments, QuickSMS supports **NHS operational and patient communications**, helping organisations improve efficiency and service outcomes.

Typical use cases include:

- Appointment reminders and confirmations



- Reduction of Did-Not-Attend (DNA) rates
- Two-way patient communications via SMS and RCS
- Service updates and operational notifications

Messaging can be triggered directly from clinical and administrative systems, supporting existing NHS workflows and governance requirements.

7.4 Emergency, Time-Critical and Operational Messaging

QuickSMS supports **time-critical and operational messaging** across the public sector, where speed, reliability and delivery assurance are essential.

Use cases include:

- Emergency notifications
- Operational alerts
- Incident and service disruption communications
- Business continuity and resilience messaging

Automatic delivery management and fallback mechanisms support high delivery success rates for critical communications.

7.5 Police, Emergency Services and Justice Use Cases

QuickSMS supports secure messaging for **police forces, justice organisations and emergency services**, where reliability, auditability and delivery assurance are critical. Messaging services can be integrated into existing case management, custody, scheduling and operational systems using secure APIs.

Typical use cases include:

- **Operational notifications** and workforce communications
- Interview, appointment and attendance notifications
- Custody, court and case-related messaging
- Public safety and service disruption notifications

All messages are delivered with full delivery reporting and audit logs to support operational accountability and evidential requirements.



7.6 Multi-Channel Communications Strategies

QuickSMS supports **multi-channel communications strategies** commonly adopted by public sector organisations, enabling the delivery of messages across SMS, RCS, voice and email channels through a single, governed platform.

This approach supports operational resilience, accessibility and delivery assurance, allowing organisations to select appropriate channels and apply fallback where required while maintaining consistent audit and governance controls.

8. NHS and Clinical System Integration

QuickSMS is designed to integrate directly into **NHS clinical and operational environments**, enabling secure, reliable and auditable patient and staff communications without disrupting existing clinical workflows.

Integrations are delivered using **secure, standards-based APIs** and are designed to align with NHS information governance, clinical safety and operational assurance requirements.

8.1 Integration with Access Group Rio

QuickSMS is the **exclusive SMS and RCS messaging partner integrated within the Access Group Rio clinical system**.

This integration enables NHS organisations using Rio to send and receive messages **directly from within clinical workflows**, without requiring separate portals or manual intervention.

Capabilities include:

- Triggering SMS or RCS messages from clinical events
- Appointment reminders and confirmations
- Two-way patient responses written back into workflows
- Automated use of RCS with SMS fallback
- Full auditability of messages linked to clinical activity

The Rio integration reduces implementation complexity, shortens deployment timelines and enables NHS organisations to adopt digital messaging in a controlled, low-risk manner.

8.2 Integration with SystemOne and Other NHS Systems

QuickSMS integrates with **SystemOne** and other NHS clinical, administrative and scheduling systems using secure APIs.



Typical integration scenarios include:

- Appointment creation or update triggers messaging automatically
- Patient responses captured and processed programmatically
- Messaging outcomes recorded for operational oversight
- Support for inbound and outbound communication flows

The API-based integration model allows QuickSMS to fit within existing NHS digital estates without requiring changes to core clinical systems

8.3 Event-Driven and Workflow-Based Messaging

QuickSMS supports **event-driven messaging**, enabling communications to be triggered automatically by system events such as:

- Appointment booking or rescheduling
- Service updates or disruptions
- Test result availability notifications
- Operational or workforce communications

This approach reduces manual effort, improves timeliness of communication and supports consistent patient engagement.

8.4 NHS App and Digital-First Messaging Flow

QuickSMS supports NHS Digital First communication strategies by enabling app-first and channel-optimised message delivery using a unified messaging workflow.

As part of this approach, QuickSMS has developed a NHS-specific messaging flow that prioritises delivery via the **NHS App** where supported by the receiving organisation and patient configuration. Where app-based delivery is unavailable or unsuccessful, messages automatically fall back to alternative channels to ensure delivery and service continuity.

The delivery sequence is designed as follows:

- Primary delivery via the NHS App
- Automatic fallback to **RCS Business Messaging** where supported and enabled
- Secondary fallback to **SMS** to ensure universal reach



This approach ensures that patients are contacted through their preferred or most appropriate digital channel while maintaining the reliability required for critical NHS communications.

The Digital First flow is implemented using the QuickSMS API and channel-routing logic, enabling NHS organisations to adopt app-first messaging without changes to clinical or administrative workflows. Channel selection, fallback behaviour and reporting are managed centrally through the platform and governed by the same security, audit and information governance controls as all other messaging services.

This supports NHS objectives to:

- Increase adoption of the NHS App
- Reduce reliance on SMS where app-based delivery is available
- Improve patient experience and engagement
- Maintain accessibility and inclusion through automatic fallback mechanisms
- Deliver resilient, auditable and cost-effective digital communications

8.5 Alignment with NHS Digital First Policy

The Digital First messaging approach supported by QuickSMS aligns with NHS policy direction promoting the use of digital channels as the primary means of communication, while ensuring inclusive access and continuity of service for all patients.

NHS Digital First policy emphasises the prioritisation of app-based and digital communications where appropriate, supported by alternative channels to ensure no patient is excluded. The QuickSMS delivery model reflects this principle by enabling app-first communication through the NHS App, with automatic fallback to RCS and SMS where app-based delivery is unavailable or unsuitable.

This approach supports NHS objectives to increase adoption of digital services, reduce unnecessary reliance on traditional communication methods, improve patient experience and maintain equitable access to care, while ensuring that time-critical and operational messages are reliably delivered.

The Digital First messaging flow supports DTAC expectations for usability, accessibility, interoperability and service resilience by enabling channel-optimized delivery without changes to existing clinical or administrative workflows.

8.6 Governance, Audit and Information Assurance

All clinical system integrations are governed through the QuickSMS Integrated Management System and support:

- Secure authentication and access control
- Full audit trails linking messages to system events



- Logging of outbound, inbound and response activity
- Alignment with NHS DSP Toolkit evidence requirements
- Support for DTAC technical and information governance criteria

This ensures integrations remain auditable, controlled and suitable for NHS operational and regulatory oversight.

8.7 NHS Benefits

- Seamless integration into existing clinical workflows
- Reduced implementation and operational risk
- Improved patient communication and engagement
- Reduced DNAs and call centre demand
- Strong governance and auditability
- Supports NHS digital transformation objectives

9. Security, Compliance and Certifications

QuickSMS operates a **fully implemented, independently audited Integrated Management System (IMS)** that governs information security, quality management, environmental responsibility and occupational health and safety.

Security, risk and compliance are overseen through formal management governance, with accountability embedded at senior management level via the Integrated Management System.

- Access control to systems and data is managed in accordance with the principle of least privilege, with user access granted only to the minimum level required for role responsibilities.
- Multi-factor authentication (MFA) is enforced for administrative and privileged system access.
- Security events and system activity are logged and monitored to support operational security oversight, auditability and incident detection.
- Independent penetration testing is conducted at least annually, with findings reviewed and remediated in line with defined risk management processes.
- Vulnerabilities are tracked, prioritised and remediated in accordance with documented vulnerability management procedures.



- Security incidents are managed through a defined incident management process, including investigation, containment, remediation and post-incident review.

These controls support ongoing compliance with ISO 27001 and underpin the security, governance and assurance requirements expected by public sector and NHS organisations.

The IMS provides a structured, risk-based approach to service delivery, ensuring that security, compliance and operational assurance are embedded into the design, operation and continuous improvement of the QuickSMS platform.

QuickSMS is the contracting supplier and remains accountable for end-to-end service delivery, security and compliance. Third-party providers are managed under supplier governance and assurance processes.

9.1 ISO 27001:2022 – Information Security Management

QuickSMS is certified to **ISO 27001:2022**, demonstrating that the organisation operates a formal **Information Security Management System (ISMS)**.

The ISMS ensures that:

- Information security risks are systematically identified, assessed and treated
- Access to systems and data is controlled using role-based access principles
- Confidentiality, integrity and availability of data are protected
- Security incidents are managed through documented processes
- Supplier and third-party risks are assessed and controlled
- Continuous improvement of security controls is maintained

ISO 27001 certification provides independent assurance that QuickSMS meets recognised international standards for protecting sensitive public sector and NHS data.

9.2 ISO 9001 – Quality Management

QuickSMS is certified to **ISO 9001**, confirming that the organisation operates a formal **Quality Management System (QMS)**.

The QMS ensures that:

- Services are delivered consistently and predictably
- Processes are documented, controlled and reviewed



- Customer requirements are clearly defined and met
- Issues and non-conformities are identified and addressed
- Continuous service improvement is embedded

This supports reliable service delivery and aligns with public sector expectations for service governance and accountability.

9.3 ISO 14001 – Environmental Management

QuickSMS is certified to **ISO 14001**, demonstrating a structured approach to **environmental management and sustainability**.

The Environmental Management System:

- Identifies and manages environmental impacts
- Supports energy-efficient, digital-first service delivery
- Encourages responsible supplier and operational practices
- Aligns with public sector sustainability objectives

This supports public sector social value and sustainability requirements without reliance on unverified claims.

9.4 ISO 45001 – Occupational Health and Safety

QuickSMS is certified to **ISO 45001**, confirming that the organisation manages **workplace health, safety and wellbeing** through a formal system.

This includes:

- Risk assessment and mitigation
- Incident reporting and investigation
- Training and awareness
- Continuous improvement of health and safety practices

ISO 45001 supports ethical operations and responsible service delivery, aligned with public sector expectations.



9.5 Cyber Essentials and Cyber Essentials Plus

QuickSMS holds both **Cyber Essentials** and **Cyber Essentials Plus** certifications.

Cyber Essentials Plus provides **independent technical verification** that:

- Systems are securely configured
- Vulnerabilities are actively managed
- Access controls are effective
- Malware protection is enforced
- Network security controls are in place

This certification is particularly relevant for NHS and public sector buyers as it includes hands-on technical testing, not just self-assessment.

9.6 Penetration Testing and Ongoing Security Assurance

QuickSMS undertakes **independent penetration testing at least annually** and additionally following significant platform changes or security-relevant releases.

Findings are:

- Reviewed through formal risk and corrective action processes
- Tracked to remediation
- Managed within the Integrated Management System

This supports ongoing assurance and continuous improvement of the platform's security posture.

9.7 NHS DSP Toolkit and DTAC Alignment

QuickSMS has completed and maintains an active declaration on the NHS Data Security and Protection Toolkit (DSPT) and meets, and in several areas exceeds, the applicable requirements for suppliers supporting NHS and health and social care organisations.

The service has been designed and operated in alignment with the Digital Technology Assessment Criteria (**DTAC**), including requirements relating to cyber security, information governance, data protection and technical assurance.



QuickSMS operates an audited Integrated Management System aligned to ISO 27001, ISO 9001, ISO 14001 and ISO 45001, providing a mature and proportionate control environment that supports NHS assurance, procurement and deployment processes.

As a result, NHS organisations can adopt the QuickSMS service with reduced information governance and assurance burden, supported by existing evidence, documentation and controls.

Evidence relating to DSP Toolkit and DTAC alignment is available to NHS organizations as part of standard procurement and assurance processes.

9.8 Business Continuity and Service Resilience

The QuickSMS platform is designed for high availability and operational resilience to support critical public sector communications. Core messaging services are architected to support minimum service availability targets of 99.9%, subject to contractual service levels.

Business continuity, incident response and service resilience controls are implemented, maintained and governed through the ISO/IEC 27001:2022 certified Information Security Management System (ISMS). These controls support continued service operation during incidents or periods of disruption and align with ISO 27001 requirements for ICT readiness and continuity management.

QuickSMS maintains documented business continuity and incident response arrangements that define roles, responsibilities and escalation procedures, ensuring coordinated and effective response to service-impacting events. Continuity arrangements are reviewed and tested as part of the organisation's security and governance processes, supporting the reliability required for public sector and NHS messaging services.

The platform is designed to support high-volume and peak messaging use cases through scalable, queue-based processing and resilient routing, with performance and throughput parameters agreed at call-off.

Continuity Objectives (Availability, RTO and RPO)

Continuity controls are designed to protect the confidentiality, integrity and availability of public sector communications. Service continuity objectives are defined and maintained through the ISO/IEC 27001:2022 ISMS. Where required by the customer, specific continuity objectives — including Recovery Time Objective (RTO) and Recovery Point Objective (RPO) — are agreed and documented as part of onboarding and the applicable G-Cloud call-off contract or supporting service documentation.

Testing and Exercising

Business continuity and incident response arrangements are reviewed and exercised on a planned basis. Testing activities include platform resilience scenarios, supplier dependency scenarios and operational



response simulations. Outcomes from testing are reviewed through formal corrective action and continual improvement processes to strengthen service resilience.

Operational Communications During Incidents

During major incidents, QuickSMS provides structured stakeholder communications, including incident updates, impact summaries and service restoration progress. This supports public sector governance requirements for accountable operational management, transparency and post-incident review.

Contractual service levels, planned maintenance windows and incident response targets are defined within the G-Cloud call-off contract and supporting service documentation, ensuring clarity, transparency and alignment with public sector procurement requirements.

9.9 Personnel Security and Government Security Vetting

QuickSMS operates personnel security controls aligned with the UK Government's **Baseline Personnel Security Standard (BPSS)**, supporting the secure delivery of services to public sector and government organisations.

Access to systems, data and operational environments is granted on a role-based basis and in accordance with the principle of least privilege. Personnel access is approved, reviewed and removed in line with documented joiner, mover and leaver processes governed through the Integrated Management System.

Where services are used to support government functions involving **OFFICIAL or OFFICIAL-SENSITIVE** information, QuickSMS applies appropriate personnel, technical and organisational controls to support secure handling.

Where required by the contracting authority, QuickSMS can support additional personnel security requirements, including customer-specified vetting or access restrictions, as part of the G-Cloud call-off agreement.

9.10 Public Sector Benefits

- Independently verified security and governance controls
- Reduced supplier risk for NHS and public sector buyers
- Strong auditability and accountability
- Alignment with recognised international standards
- Supports G-Cloud, DSP Toolkit and DTAC assurance

10. Data Hosting and Sovereignty



QuickSMS is designed to meet the **data residency, sovereignty and information governance requirements** of UK public sector and NHS organisations.

All QuickSMS services are hosted **exclusively within UK-based data centres**, and **no message content or personal data is processed, stored or transferred outside of the United Kingdom**.

10.1 UK Data Residency

QuickSMS ensures that:

- Message content always remains within UK jurisdiction
- Metadata, logs and audit records are stored within UK-hosted infrastructure
- No offshore data processing, replication or support access is used
- UK legal and regulatory frameworks apply to all hosted data

This approach simplifies information governance, DPIAs and supplier risk assessments for public sector buyers.

10.2 Data Sovereignty and Jurisdictional Control

By hosting all services in the UK:

- Data remains subject to UK law and regulatory oversight
- There is no reliance on international data transfer mechanisms
- No additional transfer risk assessments are required
- NHS and government organisations retain clear jurisdictional control

This is particularly important for healthcare, safeguarding, emergency services and sensitive public sector communications.

10.3 Alignment with UK GDPR

The hosting and processing model supports compliance with **UK GDPR**, including:

- Lawful, fair and transparent processing
- Data minimisation and purpose limitation
- Secure processing and storage
- Accountability and auditability



UK-only hosting reduces complexity when assessing cross-border data transfer risk and compliance obligations.

10.4 NHS Information Governance and DSP Toolkit Support

QuickSMS's UK-only hosting model supports NHS organisations in meeting **DSP Toolkit** requirements by:

- Eliminating overseas data transfer considerations
- Supporting secure processing of personal and special category data
- Enabling clear evidence of data location and control
- Reducing supplier-related IG risk

Hosting arrangements can be referenced directly in DSP Toolkit submissions and supplier assurance documentation.

10.5 DTAC (Digital Technology Assessment Criteria) Alignment

Data hosting and sovereignty controls support DTAC expectations across:

- Data protection and information governance
- Cyber security and technical assurance
- Supplier risk management

This helps NHS and health and social care organisations demonstrate that messaging services meet DTAC requirements.

10.6 Operational and Procurement Benefits

- Reduced risk in supplier assessments
- Faster DPIA and IG approvals
- Clear answers to audit and assurance queries
- Alignment with public sector data residency policies
- Suitable for sensitive and regulated communications

11. Support, Ordering and Service Management



QuickSMS provides structured **service management, onboarding and support services** designed to meet the operational, governance and assurance expectations of UK public sector and NHS organisations.

Support and service management are delivered in line with documented processes within the QuickSMS Integrated Management System.

11.1 UK-Based Support and Onboarding

QuickSMS provides **UK-based support** to public sector customers, including:

- Service onboarding and initial configuration support
- Technical integration assistance for APIs and clinical system integrations
- Guidance on sender registration, RCS enablement and configuration
- Ongoing operational support for messaging services

Support is delivered by teams familiar with public sector and NHS environments, ensuring issues are handled in a controlled and appropriate manner.

11.2 Technical Integration and Service Setup

During onboarding, QuickSMS supports customers with:

- API configuration and testing
- Integration with existing systems and workflows
- Configuration of reporting, audit and callback endpoints
- Validation of messaging routes and sender identities

This approach reduces implementation risk and supports faster, controlled deployment.

11.3 Service Management and Operational Oversight

QuickSMS operates formal service management processes covering:

- Monitoring of service availability and performance
- Incident identification, investigation and resolution
- Change management for platform updates and enhancements
- Communication of relevant service information to customers



These processes support predictable service delivery and ongoing operational assurance.

11.4 Ordering via G-Cloud

QuickSMS services are ordered through **G-Cloud call-off contracts**, supporting both:

- Direct award
- Further competition

Service definitions, pricing and contractual terms are clear and transparent, supporting public sector procurement compliance.

11.5 Pricing and Invoicing

Pricing is:

- Transparent and usage-based
- Aligned to message volumes and selected channels
- Free from hidden charges or mandatory bundled services

Invoicing supports:

- Clear reconciliation against usage
- Financial oversight and budget control
- Public sector accounting requirements

11.6 Termination and Exit Management

QuickSMS supports clear and controlled **termination and exit processes**, including:

- Contract termination in line with G-Cloud terms
- Cessation of message processing on termination
- Secure handling of data in accordance with retention and deletion policies
- Support for data export where required

Exit processes are designed to:

- Avoid vendor lock-in



- Support continuity of public services
- Reduce operational and procurement risk
- At contract exit, QuickSMS supports secure data export, number or shortcodes release where applicable, and service decommissioning in line with public sector exit requirements.

11.7 Governance and Assurance

Support, ordering and service management activities are governed through the QuickSMS Integrated Management System, supporting:

- ISO 9001 quality management
- ISO 27001 information security controls
- NHS DSP Toolkit assurance expectations
- Public sector audit and oversight

11.8 Service Levels and Incident Management

QuickSMS operates defined service management and incident handling processes appropriate for public sector and NHS environments.

Service levels cover areas including:

- Platform availability and service monitoring
- Incident response and escalation
- Support request handling
- Planned maintenance and change management

Service level commitments, support hours and response targets are defined within the applicable G-Cloud call-off contract and supporting service documentation, ensuring transparency and alignment with public sector procurement requirements.

Pricing remains competitive at scale, with volume-based pricing structures available under call-off.

11.9 Public Sector Benefits

- UK-based support aligned to public sector needs
- Predictable onboarding and service management



- Transparent ordering and pricing
- Reduced procurement and exit risk
- Suitable for NHS and regulated environments

12. Sustainability and Social Value

QuickSMS is committed to delivering measurable environmental sustainability and social value outcomes aligned to the UK Government Social Value Model, as required by PPN 06/20 and reflected in the updated Social Value Model guidance (PPN 002). QuickSMS supports contracting authorities to evaluate and evidence Social Value through specific, contract-relevant commitments, delivery plans and measurable reporting, proportionate to the scope and duration of each call-off.

QuickSMS is committed to delivering **measurable environmental sustainability and social value outcomes** that align directly with the **UK Government Social Value Model** and current public sector procurement scoring criteria.

The organisation operates in a manner that supports responsible service delivery, positive community impact and a reduced environmental footprint. Sustainability and social value commitments are governed through formal management systems and embedded into operational and strategic decision-making to ensure accountability, transparency and continuous improvement.

The UK Government Social Value Model is defined in **Procurement Policy Note (PPN) 06/20** and sets out the approach used by public sector bodies to evaluate social value as part of procurement activity. The model is structured around five core themes and associated policy outcomes, which are reflected directly in public sector tender evaluation and scoring criteria.

This section aligns with the UK Government Social Value Model as set out in PPN 06/20 and the supporting Social Value Model guidance, including the policy outcomes commonly applied under PPN 002.

Evaluator Scoring Context

This section is structured explicitly to align with the UK Government Social Value Model used in public sector procurement. This section is written to enable direct scoring against 10–20% Social Value weighting models commonly applied under central government and NHS procurement.

For each theme, QuickSMS sets out:

- the activity and approach,
- the measurable social value outcomes delivered, and
- the evidence available to support evaluation, assurance and scoring.



UK Government Social Value Model Alignment

The UK Government Social Value Model comprises five core themes:

1. Tackling Climate Change
2. Equal Opportunity and Improving Public Services
3. Well-Being of Staff, Customers and Communities
4. Supporting Local Economies
5. Promoting Innovation and Growth

QuickSMS delivers demonstrable and measurable outcomes across each of these themes, as detailed below.

12.1 Tackling Climate Change

ISO 14001 Certified Environmental Management

QuickSMS operates an **ISO 14001 certified Environmental Management System (EMS)**, providing a structured and independently audited framework for identifying, managing and reducing environmental impacts associated with service delivery.

The Environmental Management System:

- Identifies and mitigates environmental impacts
- Monitors environmental performance and energy usage
- Supports continuous improvement through formal objectives and management review
- Enables auditable reporting through the Integrated Management System

Net Zero Commitment

QuickSMS is already **Net Zero**, having achieved verified greenhouse gas (GHG) emission reductions through:

- Renewable energy sourcing
- Carbon offsetting via verified third-party schemes
- Operational efficiency measures and digital-first service delivery

This directly supports public sector scoring under **Tackling Climate Change** and aligns with Net Zero objectives set by central government and NHS policy frameworks.



Social Value Outcomes:

- Reduced carbon footprint associated with public sector communications services
- Lower energy and physical resource usage compared with traditional paper-based and voice channels
- Auditable evidence of Net Zero status supporting procurement evaluation and assurance

Evidence Available:

- ISO 14001 certification and audit reports
- Public Environmental Policy: <https://www.quicksms.com/environment-policy>
- Environmental performance records and management review outputs

12.2 Equal Opportunity and Improving Public Services

QuickSMS contributes to improved accessibility, inclusion and effectiveness of public services through **digital-first and multi-channel communications**.

This includes:

- Reducing barriers to access through SMS and RCS messaging
- Supporting vulnerable and hard-to-reach citizens via multi-channel delivery (SMS, RCS and OTT messaging platforms including WhatsApp, Telegram, Viber and LINE)
- Accessibility-aware messaging approaches
- Integration with NHS and public sector systems to improve appointment attendance and service engagement

Social Value Outcomes:

- Increased accessibility to public services across diverse citizen groups
- Reduced Did-Not-Attend (DNA) rates, supporting improved outcomes and service efficiency
- Improved inclusion of digitally excluded groups through SMS-based, low-barrier communications

Evidence Available:

- Service capability documentation
- NHS and public sector integration records



- Reporting outputs demonstrating engagement and delivery outcomes

12.3 Well-Being of Staff, Customers and Communities

QuickSMS invests in people, workplace well-being and community engagement as part of responsible and sustainable service delivery.

Employee and Workplace Initiatives

- ISO 45001 certified occupational health and safety management
- Workforce well-being initiatives and employee support mechanisms
- Ongoing diversity, inclusion and flexible working practices

Community Support

QuickSMS actively sponsors and supports **local charities, schools and community organisations**, including:

- Educational grants and local STEM initiatives
- Community outreach programmes
- Charity fundraising activities
- Pro-bono technical support for social and community causes

These activities contribute measurable social value outcomes aligned with public sector evaluation expectations for workforce well-being and community impact.

Social Value Outcomes:

- Support for local education, skills development and youth programmes
- Increased community capacity through charitable and technical contributions
- Improved well-being outcomes for employees and community stakeholders

Evidence Available:

- ISO 45001 certification
- Records of charitable, educational and community engagement
- Workforce policies and well-being programme documentation



12.4 Supporting Local Economies

QuickSMS supports local economic resilience and growth by:

- Employing UK-based staff and contractors
- Procuring, where possible, from UK-based suppliers
- Delivering services that enable digital transformation across UK public sector organisations

This supports public sector objectives of retaining economic value within the UK and delivering sustainable economic benefit.

Social Value Outcomes:

- Retention of employment and income within UK communities
- Engagement with local suppliers and service partners
- Skills development and talent retention within the UK digital economy

Evidence Available:

- Employment and workforce records
- Supplier engagement and procurement summaries

12.5 Promoting Innovation and Growth

QuickSMS supports innovation and productivity across the public sector through:

- Provision of rich messaging technologies such as RCS
- Enablement of NHS and government digital transformation initiatives
- Secure, standards-based APIs supporting integration with national and local platforms
- Lowering barriers to multi-channel engagement and automation

These capabilities enable more efficient service delivery, improved citizen engagement and reduced operational overhead.

Social Value Outcomes:

- Delivery of innovative digital communication solutions for public sector use cases



- Increased operational efficiency and reduced service delivery costs
- Support for future-focused engagement and transformation strategies

Evidence Available:

- Service capability documentation
- API and integration references
- Public sector deployment evidence

12.6 Sustainability, Governance and Continuous Improvement

QuickSMS operates an integrated governance framework incorporating environmental, social, quality and security standards, including:

- ISO 14001 – Environmental Management
- ISO 9001 – Quality Management
- ISO/IEC 27001:2022 – Information Security Management
- ISO 45001 – Occupational Health and Safety

This integrated management approach ensures sustainability and social value commitments are:

- Structured and measurable
- Independently audited
- Continuously improved
- Embedded into overall service delivery and organisational governance

12.7 Evidence, Reporting and Scoring

QuickSMS can provide public sector customers with documented evidence supporting sustainability and social value claims, including:

- ISO 14001 certification and audit reports
- Net Zero certification and emissions information
- Community support and charitable engagement summaries



- Supplier engagement and local economic impact records
- Impact summaries aligned to government framework scoring criteria

These evidence assets support:

- Tender and framework evaluation scoring
- DPS and assurance submissions
- Internal procurement and audit processes
- Environmental, social and governance (ESG) reporting

Public Sector Benefits

- Explicit alignment with the UK Government Social Value Model and PPN 06/20
- Verified Net Zero status and strong environmental performance
- Measurable community, workforce and local economic impact
- Ethical, accountable and transparent governance
- Strong competitive position in public sector tender evaluations

13 Public Procurement and Evaluation Criteria Alignment

QuickSMS is designed and delivered to align with **UK public procurement regulations, Cabinet Office policy, and G-Cloud evaluation criteria**, supporting transparent, compliant and defensible procurement decisions across central government, local authorities and NHS organisations.

The service is structured to reduce procurement risk, simplify assurance activities and support value-for-money assessments.

13.1 Compliance with UK Public Procurement Regulations

QuickSMS supports compliance with UK public procurement principles, including:

- **Transparency** – clear service definitions, pricing structures and contractual terms
- **Fair competition** – services offered under G-Cloud without exclusivity or bundling
- **Proportionality** – scalable services aligned to organisational size and demand
- **Auditability** – documented processes, reporting and governance controls



This enables buyers to award contracts in a manner that is compliant, accountable and defensible.

13.2 Alignment with G-Cloud Evaluation Criteria

QuickSMS aligns directly with typical G-Cloud evaluation criteria used by contracting authorities.

Service Definition and Scope

- Clearly defined messaging services and channels
- No hidden dependencies or mandatory bundled services
- Transparent service boundaries and responsibilities

Pricing and Value for Money

- Transparent, usage-based pricing models
- No lock-in pricing mechanisms
- Predictable cost structures supporting budget control

Technical Capability

- Secure, scalable SMS and RCS messaging platform
- API-driven integration with public sector and NHS systems
- Proven delivery of high-volume, time-critical messaging

Security and Information Governance

- ISO 27001 certified Information Security Management System
- Cyber Essentials and Cyber Essentials Plus accreditation
- UK-only data hosting and processing
- Annual independent penetration testing

Service Management and Support

- UK-based support and onboarding
- Defined service management and incident processes
- Clear termination and exit arrangements



13.3 NHS Procurement Alignment

QuickSMS is designed to meet NHS procurement expectations, including:

- Support for **NHS DSP Toolkit** evidence requirements
- Alignment with **Digital Technology Assessment Criteria (DTAC)**
- Integration with NHS clinical systems (including Access Group Rio and SystmOne)
- UK data residency suitable for handling personal and special category data

This reduces risk for NHS buyers and supports faster internal approvals.

13.4 Avoidance of Vendor Lock-In

QuickSMS is designed to avoid vendor lock-in through:

- Standards-based APIs
- Customer-controlled integrations
- Clear data export and exit processes
- Contractual termination aligned to G-Cloud terms

This supports procurement best practice and long-term flexibility.

13.5 Proven Public Sector Delivery

QuickSMS has proven experience delivering messaging services to:

- Central government organisations
- Local authorities
- NHS Trusts, ICBs and healthcare providers
- Other regulated public sector bodies

This experience supports confidence in service maturity, scalability and operational resilience.

13.6 Evaluation and Award Benefits

For evaluators and procurement officers, QuickSMS provides:



- Clear evidence against scoring criteria
- Reduced procurement and assurance risk
- Strong auditability and compliance posture
- Defensible value-for-money justification
- Alignment with government policy and frameworks

14. Supplier Contact Details

Contact: sales@quicksms.com

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Web: www.quicksms.com

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Trusted by UK Enterprises & Public Sector
quicksms.com



Appendix A – Public Procurement Evaluation Criteria Mapping

This table demonstrates how the QuickSMS service aligns with **UK public procurement regulations**, **G-Cloud evaluation criteria**, **NHS procurement requirements**, and the **UK Government Social Value Model**.

It is designed to support transparent, defensible evaluation and award decisions.

A1. G-Cloud and Public Procurement Evaluation Alignment

Evaluation Area	Typical Evaluator Requirement	QuickSMS Evidence
Service Definition	Clear, framework-compliant service scope	Fully defined SMS, RCS (Branded, Single, Conversational), OTT and Email services
Transparency	Clear pricing, terms and scope	Usage-based pricing, G-Cloud call-off contracts
Value for Money	Cost-effective delivery	Digital-first delivery, automation, reduced DNAs and call volumes
Vendor Lock-In	Ability to exit without dependency	Standards-based APIs, clear termination and exit processes
Auditability	Evidence for assurance and inspection	Message-level audit logs, reporting, CSV exports

A2. Security and Information Governance Evaluation

Evaluation Area	Evaluator Focus	QuickSMS Evidence
Information Security	Protection of sensitive data	ISO 27001 certified ISMS
Cyber Security	Technical controls validated	Cyber Essentials & Cyber Essentials Plus
Ongoing Assurance	Continuous security improvement	Annual independent penetration testing



Evaluation Area	Evaluator Focus	QuickSMS Evidence
Access Control	Least privilege and accountability	Role-based access control, audit logs
Incident Management	Ability to investigate incidents	Timestamped logs and incident procedures

A3. Data Hosting, Residency and Sovereignty

Evaluation Area	Evaluator Focus	QuickSMS Evidence
Data Residency	UK-based data processing	All services hosted exclusively in UK data centres
Cross-Border Transfers	Avoidance of overseas processing	No message content or personal data processed outside the UK
Legal Jurisdiction	Clear regulatory oversight	UK law and regulatory frameworks apply
DPIA Support	Ease of IG approval	UK-only data flows simplify DPIAs

A4. NHS Procurement, DSP Toolkit and DTAC Alignment

Evaluation Area	NHS Requirement	QuickSMS Evidence
DSP Toolkit	Secure processing and monitoring	Audit logs, reporting, ISO 27001 controls
DTAC – Cyber Security	Technical assurance	CE+, penetration testing, secure APIs
DTAC – Data Protection	Governance and auditability	UK-only hosting, access controls



Evaluation Area	NHS Requirement	QuickSMS Evidence
DTAC – Interoperability	Integration with NHS systems	API-based integration, Rio and SystmOne
Clinical Operations	Workflow compatibility	Messaging triggered directly from clinical systems

A5. Technical Capability and Integration

Evaluation Area	Evaluator Focus	QuickSMS Evidence
Messaging Capability	Breadth of channels	SMS, RCS, WhatsApp, Apple, Telegram, Viber, LINE, Email
RCS Capability	Modern digital engagement	Branded, Single and Conversational RCS
Integration	Ease of implementation	REST APIs, SMPP, webhooks
Scalability	National-scale delivery	Proven high-volume public sector messaging
Reliability	Service continuity	Automatic RCS-to-SMS fallback

A6. Reporting, Monitoring and Audit

Evaluation Area	Evaluator Focus	QuickSMS Evidence
Delivery Assurance	Proof of delivery	Delivery receipts, RCS seen receipts
Audit Trails	End-to-end traceability	Timestamped message and user logs
Reporting	Operational oversight	Web interface dashboards and exports



Evaluation Area	Evaluator Focus	QuickSMS Evidence
FOI & Audit	Evidence availability	CSV exports and structured reporting

A7. Sustainability and Social Value (UK Government Social Value Model)

Social Value Theme	Government Scoring Focus	QuickSMS Evidence
Tackling Climate Change	Carbon reduction	Net Zero operations, ISO 14001
Digital Sustainability	Reduced environmental impact	Digital messaging replacing paper and post
Well-being	Workforce and community support	ISO 45001, staff well-being initiatives
Community Impact	Local benefit	Sponsorship of local charities, schools and education
Economic Value	UK economic contribution	UK-based workforce and suppliers
Innovation	Improved public services	RCS, conversational messaging, automation

A8. Support, Service Management and Exit

Evaluation Area	Evaluator Focus	QuickSMS Evidence
Support	Accessibility and responsiveness	UK-based support and onboarding
Service Management	Operational control	Formal incident, change and monitoring processes



Evaluation Area	Evaluator Focus	QuickSMS Evidence
Exit Strategy	Risk-free termination	Clear G-Cloud-aligned exit and data handling processes
Continuity	Avoid service disruption	Standards-based integrations

A9. Overall Evaluation Benefit

QuickSMS provides a **low-risk, high-assurance, NHS-ready messaging service** that:

- Meets UK public procurement regulations
- Aligns with G-Cloud evaluation criteria
- Supports NHS DSP Toolkit and DTAC requirements
- Delivers strong, measurable social value
- Avoids vendor lock-in
- Is fully auditable and defensible



Appendix B - Social Value Outcomes and Measurable Commitments

This appendix sets out **quantified social value outcomes** delivered by QuickSMS, aligned to the **UK Government Social Value Model** and designed to support scoring under public sector and NHS procurement evaluations.

The commitments outlined below are **measurable, time-bound and auditable**, and are supported by existing governance, certifications and operational practices.

B1. Social Value Governance and Measurement

QuickSMS manages social value delivery through formal governance processes integrated into its **Integrated Management System**, including:

- ISO 14001 Environmental Management System
- ISO 9001 Quality Management System
- ISO 45001 Health and Safety Management
- Regular management review and performance reporting

Social value activities and outcomes are monitored internally and can be evidenced to contracting authorities on request.

B2. Tackling Climate Change (PPN 06/20 Theme 1)

Commitment

QuickSMS will maintain **Net Zero operational status** throughout the contract term.

Measurable Outcomes

- 100% Net Zero operational emissions (Scope 1 & 2) maintained annually
- Cloud-based, digital-first delivery reducing paper-based correspondence
- Ongoing environmental impact monitoring under ISO 14001

Evidence Available

- ISO 14001 certification
- Net Zero declaration and supporting documentation
- Environmental management records



B3. Improving Public Services and Access (Theme 2)

Commitment

QuickSMS will support improved accessibility and service outcomes through digital communications.

Measurable Outcomes

- Support for multi-channel citizen and patient communications (SMS, RCS, OTT)
- Reduction in missed appointments (DNAs) for NHS services using messaging
- Improved service engagement via two-way messaging

Evidence Available

- Platform usage reports
- NHS deployment references
- Reporting and audit logs

B4. Wellbeing of Communities and Workforce (Theme 3)

Commitment

QuickSMS will continue to invest in workforce wellbeing and community support.

Measurable Outcomes

- ISO 45001-certified health and safety management
- Ongoing support of local charities, schools and community organisations
- Participation in educational and STEM-related initiatives

Evidence Available

- ISO 45001 certification
- Community sponsorship and support summaries
- Workforce health and safety records



B5. Supporting Local Economies (Theme 4)

Commitment

QuickSMS will maximise economic value retained within the UK.

Measurable Outcomes

- 100% UK-based service delivery and support
- Use of UK-based suppliers where commercially viable
- Continued employment of UK-based staff

Evidence Available

- Supplier records
- Employment and payroll data
- UK hosting and support documentation

B6. Promoting Innovation and Growth (Theme 5)

Commitment

QuickSMS will continue to invest in innovation that improves public sector service delivery.

Measurable Outcomes

- Ongoing development of RCS and conversational messaging capabilities
- Support for NHS and government digital transformation programmes
- API-driven automation reducing administrative burden

Evidence Available

- Platform capability documentation
- Integration references (e.g. NHS clinical systems)
- Product roadmap summaries (on request)

B7. Contract-Specific Social Value Reporting

Where required, QuickSMS can provide **contract-specific social value reporting**, including:



- Annual summary of social value activities
- Environmental and Net Zero status confirmation
- Community engagement overview
- Evidence packs aligned to evaluation criteria

This enables contracting authorities to demonstrate ongoing social value delivery throughout the contract lifecycle.

B8. Summary of Social Value Commitments

Social Value Theme	Commitment Summary
Climate Change	Net Zero operations maintained
Public Services	Improved access and engagement
Community Wellbeing	Charity, education and workforce support
Local Economy	UK-based delivery and suppliers
Innovation	Modern digital messaging and automation



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Appendix C - ISO/IEC 27001:2022 Annex A Control Mapping (Business Continuity, Resilience and Incident Management)

QuickSMS operates an **ISO/IEC 27001:2022 certified Information Security Management System (ISMS)**. The Business Continuity, Service Resilience and Incident Management controls described in Section 9 are implemented as part of this certified ISMS and align to the following **ISO/IEC 27001:2022 Annex A controls**.

This mapping is provided to support public sector and NHS assurance activities and to demonstrate clear traceability between service operation and internationally recognised security and continuity controls.

ISO/IEC 27001:2022 Annex A Control Mapping

ISO 27001:2022 Control	Control Description	QuickSMS Implementation
A.5.30	ICT readiness for business continuity	Business continuity and service resilience are addressed within the ISO/IEC 27001:2022 certified ISMS, ensuring the platform is prepared to maintain availability and integrity during disruptive events.
A.5.29	Information security during disruption	Documented continuity and incident response arrangements are operated to maintain secure service operation during incidents and periods of disruption.
A.5.24	Information security incident management planning and preparation	Defined roles, responsibilities and escalation paths are maintained for managing security and continuity incidents.
A.5.25	Assessment and decision on information security events	Security events are logged, monitored and assessed to support timely decision-making and response.
A.5.26	Response to information security incidents	Security incidents are managed through a defined incident management process including investigation, containment, remediation and post-incident review.
A.8.16	Monitoring activities	System and security monitoring supports operational oversight, incident detection, auditability and service resilience.
A.8.9	Configuration management	Platform configuration and change management processes support service stability, availability and resilience.



Assurance Context

The controls above support public sector and NHS expectations for:

- Operational resilience and service continuity
- Secure handling of information during incidents
- Auditability and governance
- Alignment with NHS DSP Toolkit and DTAC security expectations

This approach enables public sector organisations to adopt the QuickSMS service with reduced assurance effort, supported by an independently certified ISMS and clearly documented control implementation.



Appendix D – Personnel Security, Government Vetting and OFFICIAL Handling

Purpose and Scope

This appendix describes how QuickSMS personnel security and access controls align with **ISO/IEC 27001:2022 Annex A (People Controls)** and support the secure delivery of services to UK government and NHS organisations, including environments involving information classified at **OFFICIAL** and **OFFICIAL-SENSITIVE**, in line with **NCSC guidance**.

Alignment to ISO/IEC 27001:2022 – Annex A (People Controls)

A.6.1 Screening

QuickSMS operates personnel screening controls aligned with the **UK Government Baseline Personnel Security Standard (BPSS)**. Pre-employment checks are conducted proportionate to role risk and responsibilities prior to granting system access.

NCSC OFFICIAL Alignment:

Supports NCSC expectations for personnel trustworthiness and identity assurance when handling OFFICIAL information.

A.6.2 Terms and Conditions of Employment

Information security responsibilities, confidentiality obligations and acceptable use requirements are defined within employment terms and supporting policies. Personnel formally acknowledge these obligations as part of onboarding.

NCSC OFFICIAL Alignment:

Supports secure handling and protection of government information throughout employment.

A.6.3 Information Security Awareness, Education and Training

All personnel receive mandatory information security awareness training, with role-specific training for staff with privileged or operational access. Awareness is reinforced through governance and management review processes.

NCSC OFFICIAL Alignment:

Supports NCSC guidance on maintaining user awareness and reducing human-related security risk.

A.6.4 Disciplinary Process

QuickSMS maintains a documented disciplinary process covering breaches of information security and acceptable use requirements. Incidents are investigated and managed through formal procedures.



NCSC OFFICIAL Alignment:

Supports accountability and deterrence expectations for OFFICIAL and OFFICIAL-SENSITIVE environments.

A.6.5 Responsibilities After Termination or Change of Employment

Formal joiner, mover and leaver processes ensure timely modification or revocation of access when personnel change roles or leave the organisation. Confidentiality obligations remain enforceable after termination.

NCSC OFFICIAL Alignment:

Supports NCSC requirements for preventing unauthorised access following role change or exit.

A.6.6 Confidentiality or Non-Disclosure Agreements

Confidentiality obligations are embedded within employment contracts and apply to relevant third parties through contractual agreements.

NCSC OFFICIAL Alignment:

Supports secure information sharing and protection of government information.

A.6.7 Remote Working

Remote access to systems is governed by role-based access control and the principle of least privilege. Multi-factor authentication is enforced for administrative and privileged access. Endpoint and network security controls are managed under the ISMS.

NCSC OFFICIAL Alignment:

Supports NCSC guidance for secure remote access to OFFICIAL systems.

A.6.8 Information Security Event Reporting

Personnel are required to report suspected security events or weaknesses. Events are logged, monitored and investigated through the incident management process.

NCSC OFFICIAL Alignment:

Supports early detection, reporting and response expectations for OFFICIAL environments.

Government Security Vetting Position

QuickSMS applies personnel security controls aligned with **BPSS** and supports secure delivery of services involving **OFFICIAL** and **OFFICIAL-SENSITIVE** information.

Where required by a contracting authority, additional personnel security measures or customer-specified access restrictions can be supported and agreed as part of the G-Cloud call-off contract.



QuickSMS does not assert blanket security clearance levels and applies vetting proportionate to role, risk and customer requirements.

Summary Assurance Statement

QuickSMS personnel security arrangements align with ISO/IEC 27001:2022 Annex A people controls and NCSC guidance for OFFICIAL information handling. These controls support secure, auditable and proportionate access management for government and NHS services without reliance on inappropriate or unnecessary clearance assumptions.

Personnel security controls and access arrangements are reviewed at least annually and following material organizational or service changes, as part of the Integrated Management System and management review process

These personnel security controls support NHS Data Security and Protection Toolkit requirements relating to staff access control, training, incident reporting and secure handling of patient data.

