



G Cloud 15 BT Service Definition for BT Smart Messaging (Sinch)

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1 Services Overview

1.1 Smart Messaging (Sinch) Platform

The Smart Messaging (Sinch) platform is designed to help organisations fulfil their messaging requirements at scale. It is an enterprise grade communication platform that supports the delivery and execution of outbound and inbound SMS campaigns.

Effective communication with citizens and colleagues is vital. Using the solution, citizens can be sent real-time informational updates, leverage quicker two-way communications, and receive educational guidance from organisations such as local or national government. Internally for staff the solution can improve collaboration, speed up decision making and transform the effectiveness of teams. It enables your messages to stand out from the mass of information that citizens and colleagues receive.

Buyers will be able to use API connectivity to enable development, migration and automation of existing and new SMS enabled solutions. Smart Messaging (Sinch) is designed with carrier grade scalability, and the Supplier can also provide market knowledge, technical support, and training to ensure Buyer solutions are up and running quickly.

1.2 Smart Messaging (Sinch) Advantages

- Smart Messaging has been seen to reduce DNAs by 39%, cut operating costs by 30% and increase productivity by 45%.
- Use Smart Messaging to combat low patient engagement, missed appointments and prescriptions and rising operating costs.
- Integrated application-2-person (A2P) messaging – support outbound and inbound messaging with robust capabilities for integration via secure API.
- Send and receive SMS at scale using a single connection.
- Cross carrier messaging – supports alpha tags, short codes, and Virtual Mobile Numbers (VMN's) and keyword processing.
- Flexible opt in and opt out support for end users

1.3 Personal Identifiable Information (PII)

Our enterprise Buyers are reminded that SMS is a plain-text medium for which the transmission of Personal Identifiable Information (PII) many are not ideal.

1.4 Data centre security

The Smart Messaging (Sinch) Platform servers deliver premium UK Routed SMS text messages using direct connections into the heart of mobile network SMS Centres

(SMSCs), providing high capacity, reliable, and fast SMS connectivity, direct to an end user's mobile phone.

1.4.1 Physical Security

The server data centres employ the following security procedures:

- Data centre access limited only to approved employees.
- All those who need data centre access must first apply for access, providing a valid business justification to gain approval.
- Access requests are reviewed and approved by authorised personnel only and revoked after the requested time expires.
- Security camera monitoring at all data centre locations.
- Physical access is controlled at building ingress points by professional security staff utilising surveillance, detection systems and other electronic means.

1.4.2 Operational Security

Smart Messaging (Sinch) will perform a review of their ISMS (information security management system) policies annually to ensure its continual suitability, adequacy and effectiveness.

Third party and internal governance includes ISO/IEC 27001:2022 certification audits, third party penetration tests, finance audits & an internal independent audit function.

Smart Messaging (Sinch) conduct internal audits to ensure that all aspects of the business comply with policies, rules & standards for information security.

All employees to carry out ISA (Information Security Awareness) training with content updated every 12 months.

All business units have one or more disaster recovery plans specifically aligned with the product offering.

1.5 Compliance

The Smart Messaging (Sinch) Platform complies with external and internal policies and regulations for security and privacy, which include:

- ISO 27001:2022 certification
- Cyber Essentials
- NHS DSP Toolkit

2 Smart Messaging (Sinch) Web Portal

The Smart Messaging portal provides users with access, via any web browser with internet access, to a rich set of features that enable bulk messaging and interactive inbound responses. Key capabilities include:

- Channel gateways
- Tools
- Throughput
- Reporting
- Ticketing via the service desk

2.1 Reports

Users will be able to view online reporting detailing usage of the Smart Messaging (Sinch) service as standard and free of charge.

2.2 Maintenance

Planned, service impacting, maintenance is kept to a minimum and strictly performed out of core business hours. Buyers can monitor service availability via our dedicated service webpage (status.sinch.com).

3 Support/Service

- Technical support via telephone or email to the service desk during business hours
- Access to an emergency telephone hotline, available 24x7x365 to report and seek support on critical incidents or major incidents and unplanned outages.
- Guidance documentation that includes set up guides, user and maintenance guides and other operational guidance documentation.
- Pre and post sales technical support for API integrations.

3.1 Ordering, Invoicing and Terminations

- **Ordering** – all orders can be placed with our dedicated Smart Messaging team via smenquiries@bt.com, or simply by speaking to your BT Account Manager
- **Invoicing** – all invoices are issued on 30-day payment terms and will be calculated based on the volume of SMS sent in the month of service along with any additional charges for optional products and services ordered.
- **Termination** – Termination can be placed via written request to smenquiries@bt.com serving the applicable notice as per the relevant service schedule. Note that all Short Codes (dedicated or shared) are subject to a minimum 3-month termination notice period. Your rights to use any Short Codes will cease on termination of the Smart Messaging (Sinch) Service. Further information on terminations can be read in the relevant service schedule.

3.2 Service Levels & Availability

- There are no Service Credits provided as part of this Service.
- There are no guaranteed Service Levels for the Service, as the quality and availability of the Service is subject to factors beyond the Supplier's control.

4 Additional Features

4.1 Number Rental

- Virtual Mobile Numbers (VMNs).
- Dedicated short codes/free to end user short codes.
- Keywords on shared short codes.

4.2 API

Send and receive text messages at scale through a single REST API. API features include:

- Send SMS delivery receipts
- Scheduled messages
- Receive messages
- Contact management

5 Delivery of Mobility Services

The Supplier may subcontract some or all the delivery of Mobility Services to its Sub-contractor EE Ltd and:

- a) will assign the benefit of Order to EE Ltd in respect of ordering, provision, maintenance and/or invoicing and payment for the Mobility Services; and
- b) if the Buyer is required under the Order to provide information, assistance, or access to the Supplier to comply with the Supplier's instructions, the Buyer will provide the same co-operation to EE Ltd for delivery of the Mobility Services.

6 Security Requirements

Due to the nature of the service within scope of this service offer, optional Call-Off Schedules 9A (Security: Short Form), 9B (Security: Consultancy), 9C (Security: Development), 9D (Security: Supplier-led Assurance) and 9E (Security: Buyer-led Assurance) are excluded and the **Suppliers standard Security Management Plan applies only**.

Additionally, BUYER'S SECURITY REQUIREMENTS AND ICT POLICY SECURITY REQUIREMENTS within the Call-Off Order Form will be marked with the option **There are no Security Requirements for the purposes of this Call-Off Contract** and SECURITY ASPECTS LETTER will be marked as **not applicable**.

6.1 The Security Management Plan

The Security Management Plan (SMP) defines the security measures that are implemented, and maintained, by BT. BT will maintain the adherence to the contracted security measures.

The plan supports the provision of the services in scope of this service offer and covers the following:

- Our approach to security
- Our information security policy
- External parties
- Human resource security
- Physical and environment security
- Asset management
- Operation of the plan
- The security lifecycle

6.2 Security Accreditation and Governance Standards

Security accreditation and governance standards will be in line with the details defined within the Suppliers Digital Marketplace submission and where applicable, additional information will be detailed within this Service Definition document.

6.3 Operational Security

Operational security will be in line with the details defined within the Suppliers Digital Marketplace submission and where applicable, additional information will be detailed within this Service Definition document.

6.4 Asset Protection

Operational security will be in line with the details defined within the Suppliers Digital Marketplace submission and where applicable, additional information will be detailed within this Service Definition document.

6.5 Cyber Essentials Certification

Cyber essentials certification was a mandatory requirement to secure a place on the framework as a Supplier and to maintain our place on the agreement, all Suppliers must present evidence to Crown Commercial Service (CCS) of their continued certification.

Therefor the option under CYBER ESSENTIALS CERTIFICATION within the Call-Off Order Form under is marked as not applicable and for the purposes of Call-Off Schedule 27 (Cyber Essentials Scheme), clauses 2.1 to 2.4 are not used.

6.6 Staff Vetting Requirements and Background Checks

Staff vetting requirements will be in line with the details defined within the Suppliers Digital Marketplace submission and this Service Definition document and STAFF VETTING REQUIREMENTS within the Call-Off Order Form will be marked accordingly.

Our recruitment process includes pre-employment screening and vetting prior to placement to ensure adequate levels of confidentiality are maintained, screening includes:

- Application for a criminal record check
- Giving us contact details for reference checks
- Health declaration
- CIFAS- Staff Fraud Database check.

Additional checks are made when dealing with particularly sensitive positions (such those involved with sensitive contracts). The normal undertakings signed by individuals at recruitment include non-disclosure provisions and it is a disciplinary offence to misuse any information obtained from Supplier systems. Offenders are subject to disciplinary action up to and including dismissal and may be subject to prosecution, while ensuring compliance with local legislation.

Due to the nature of the service within scope of this service offer, optional Call-Off Schedule 18 (Background Checks) is excluded and in the event that Supplier Staff do not have the necessary clearance required, the Parties will agree an acceptable alternative such as escorted access.

7 Personal Data

Personal data in relation to services in scope of this service offer is divided into 2 areas:

- Managing the contract
- Managing the services

Personal data, where required to be managed, complies with the requirements of clause 17 Data protection and security, within the Framework Core Terms including new Clause 17.7 included via Framework Special Term 13

7.1 Managing the Contract

Joint Schedule 10 (Processing Data) will be completed to define what types of personal data in relation to managing the contract may be held, the nature and purposes of the processing and will confirm The Parties are Independent Controllers of Personal Data.

7.2 Managing the Service

Where personal data is held as part of delivering the service, how this will be managed will be defined, where applicable, within the Suppliers product specific Terms and Conditions that are attached to the Suppliers Digital Marketplace entry for this service offer. The Suppliers Digital Marketplace entry also confirms details of data storage and processing locations specific to this service.

The Supplier, including any Sub-processors of the Supplier, may from time to time use back-office support and system functions which are located or can be accessed by Users from outside of the UK and/or the European Economic Area. Any such processing will be in accordance with Joint Schedule 10 Paragraph 5.5.2, and for the purpose of clause 5.5.2 (a), the Buyer consents to the disclosure and transfer of Data, including Personal Data, as required in order to provide the Service.

7.3 Sub-processing

The Buyer consents to the Supplier's use of Sub-processors in accordance with the Framework Agreement. The Supplier will ensure that data protection obligations in respect of Processing Buyer Personal Data that are broadly comparable to those set out in the Framework Agreement and will be agreed with any Sub-processors.

The Supplier will inform the Buyer of intended changes to its Sub-processors from time to time, either by providing the Buyer with online access to intended changes or by such other means as the Supplier may determine. If the Buyer does not object to the proposed change within 30 days of this notice, the Buyer will be deemed to have authorised the use of the new Sub-processors.

8 Other Service Considerations

The service described in this Service Definition is based on the Supplier's standard offering for this cloud service and the contract is not defined as a Critical Service Contract. It should be noted that the G Cloud 15 Call-Off Order Form has a number of mandatory schedules, optional schedules and Call-Off Order Form options, and this section clarifies the position of these options for this service as provided by the Supplier. The service will additionally be delivered in line with the Supplier Terms and Conditions included within the Suppliers Digital Marketplace submission.

8.1 Modern Slavery, Environmental Requirements and Sustainability

To comply with the reporting requirements to the Buyer as defined within Joint Schedule 5 (Sustainability) the Buyers can access the Suppliers annual Modern Slavery Report, and where required (for lots 1a and 1b only) its Carbon Reduction Plan here [Our reports & policies - Responsible business | BT Plc](#)

Optional Call-Off Schedule 25 (Additional Sustainability Requirements) is excluded. The Suppliers approach to sustainability, managing our environment, and our modern slavery policies can be found here [Our reports & policies - Responsible business | BT Plc](#)

Optional Call-Off Schedule 26 (Carbon Reduction) is excluded. The Suppliers approach to carbon reduction and our carbon reduction plans can be found here [Our reports & policies - Responsible business | BT Plc](#)

8.2 Financial Difficulties

For the purpose of Joint Schedule 7 (Financial Difficulties), the Ratings Agencies listed within Annex 1 (Rating Agencies and their standard Rating System) will be Standard & Poor and Moody's and for Annex 2 (Credit Rating Thresholds) these will be BB+ for Standard and Poor and Ba1 for Moody's.

BT's published ratings are available [here](#)

8.3 Guarantee

For the purpose of Joint Schedule 8 (Guarantee), the Buyer does not require a Guarantee from the Supplier to award the contract.

8.4 IPR

For the purpose of Call-Off Schedule 1 (Intellectual Property Rights) **Part A Option A3: Supplier ownership of all New IPR with Buyer rights for the current contract only;** applies and is not further amended on the Call-Off Order Form under INTELLECTUAL PROPERTY RIGHTS.

8.5 Staff Transfer

No staff transfer is required and for the purposes of Call-Off Schedule 2 (Staff Transfer) **Part C: No Staff Transfer on the Start Date** only applies.

8.6 ICT Services

ICT services, where applicable, will be managed in line with the details defined within the Suppliers Digital Marketplace submission and supporting Supplier Terms, and where applicable within this Service Definition document and optional Call-Off Schedule 6 (ICT Services) is excluded, and the option under ICT POLICY within the order form will be marked as not applicable. Any maintenance of the ICT environment, where applicable, will be defined within this Service Definition document and the option under MAINTENANCE OF THE ICT ENVIRONMENT within the Call-Off Order Form will be marked as not applicable.

8.7 Business Continuity and Disaster Recovery

As noted by CCS guidance provided within Framework Schedule 6 (Order Form Template), optional Call-Off Schedule 8 (Business Continuity and Disaster Recovery) is not applicable for services under lots 2a and 2b and is excluded.

8.8 Corporate Resolution Planning

Due to the nature of the services within scope of this service offer, , which is available only when the Call-Off Contract is not a Critical Service Contract, optional Call-Off Schedule 24 (Corporate Resolution Planning) is excluded.

8.9 Exit Management

Optional Call-Off Schedule 10 (Exit Management) is excluded and at the end of the Call Off Contract Period, the offboarding process will be managed in line with the details defined within the Suppliers Digital Marketplace submission and where applicable within this Service Definition document. The Call-Off Order Form SPECIFIC EXIT MANAGEMENT ASSISTANCE (LOT 1A AND LOT 1B ONLY) and VIRTUAL LIBRARY will both also marked as not applicable.

8.10 Clustering and Leasing

Services will be contracted and invoiced to the Buyers detailed within Framework Schedule 6 (Order Form Template) and as such optional Call-Off Schedule 12 (Clustering) is excluded.

Due to the nature of the services within scope of this service offer, leasing of services is not applicable and as such, optional Call-Off Schedule 22 (Lease Terms) is also excluded.

8.11 Implementation Plan and Testing

Due to the nature of the services within scope of this service offer, optional Call-Off Schedule 13 (Implementation Plan and Testing) is excluded and the services in scope will be implemented and tested in line with the details defined within the Suppliers Digital Marketplace submission and this Service Definition document.

8.12 Performance Levels

Due to the nature of the service within scope of this service offer, optional Call-Off Schedule 14 (Performance Levels) is excluded and the service levels provided are as defined within the Suppliers Digital Marketplace submission and this Service Definition document.

8.13 Service Credits

Any service credits for the services within scope of this service offer will be as detailed, where applicable, within this Service Definition document and SERVICE CREDITS within the Call-Off Order Form will be marked accordingly.

8.14 Call Off Schedule 17 (MOD Terms)

Where optional Call-Off Schedule 17 (MOD Terms) is required, this will be based on no additional DEFCONS or DEFFORMS being added within Annex 1 which incurs additional costs to the Supplier.

8.15 Call Off Specification and Deliverables

The services will be delivered in line with the Suppliers Digital Marketplace submission and this Service Definition document and as such, optional Call-Off Schedule 20 (Call-Off Specification) is excluded.

8.16 Call Off Special Terms

Due to the nature of the services within scope of this service offer based on the Supplier's standard offering for this cloud service, no additional call off special terms are introduced into the Call-Off Order Form under CALL OFF SPECIAL TERMS

8.17 Service Request Process

The service request process will be as defined within the Suppliers Digital Marketplace submission and this Service Definition document and SERVICE REQUEST PROCESS within the Call-Off Order Form will be marked accordingly.

8.18 Minimum Commitments

Any MINIMUM COMMITMENT(S) where applicable noted within Call-Off Order Form will be aligned to those as defined within the Suppliers Digital Marketplace submission and Suppliers Price Card where applicable and MINIMUM COMMITMENT(S) within the Call-Off Order Form will be marked accordingly.

8.19 Maximum Liability

The limitation of liability for this Call-Off Contract remains as stated in Clause 14.2 of the General Terms (as that Clause 14.2 has been amended pursuant to Framework Special Term 12 as set out in the Framework Award Form) and is not further amended on the Call-Off Order Form under MAXIMUM LIABILITY.

8.20 Additional Insurances

There is no requirement for additional insurances which will remain as defined within Joint Schedule 3 (Insurance Requirements) and ADDITIONAL INSURANCES on the Call-Off Order Form will be marked as not applicable.

8.21 Product Roadmaps

Any defined product roadmaps, where applicable, will be defined within this Service Definition document and PRODUCT ROADMAP (IF APPLICABLE) within the Call-Off Order Form will be marked as not used.

8.22 Quality Plans

Any defined quality maps, where applicable, will be defined within this Service Definition document and the option under QUALITY PLANS within the Call-Off Order Form will be marked as not applicable.

8.23 Social Value Commitment

Social value is at the heart of our purpose, driving impactful initiatives that address the needs of diverse communities across the UK. Our dedicated Social Value team have a focus on sustainability, community, sponsorship, charity, and the environment.

We're increasing digital inclusion and giving back to local communities through on-the-ground initiatives that make real-world positive changes.

The five pillars of social value at BT are:

- Outreach: no one is forgotten in our social value delivery.
- Improvement: continuous improvement in our delivery.
- Sustainability: our incentives are built to last.
- Engagement: user voice at the forefront and not an afterthought.
- Equity: leveraging our power to mobilise individuals, institutions, and communities

Details and reporting on what we are doing around social value can be found here [Social Value At BT | About Us](#) and SOCIAL VALUE COMMITMENT within the Call-Off Order Form will be marked accordingly and no additional bespoke commitments or reporting will be included.



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BT is an ISO 9001 Registered Company

Company information

Parent Company: BT Group plc

Company Legal Entity Name: British Telecommunications plc

Company Trading Name: BT

Address: One Braham, Braham Street, London, E1 8EE

Web Address: <https://business.bt.com/>