

Ethiopia - Compliance

Sender ID rules, consent, opt-out and data-protection expectations for sending in Ethiopia.

◆ SENDING RULES

- Use a registered Sender ID that matches your brand
- Promotional content is heavily restricted; transactional/OTP prioritised
- Honour opt-outs within ~24h (no central DND registry)
- No political, gambling or religious content

Regulated by Ethiopian Communications Authority (ECA). Process recipient data lawfully and only for the stated purpose; eSMS supports data export and erasure on request and never sells recipient data.

◆ ONBOARDING - DOCUMENTS REQUIRED

- ✓ Signed service order form
- ✓ Organization's Certificate of Incorporation (organizations only)
- ✓ Organization's or individual's Tax Certificate
- ✓ Authorized representative's Passport or National ID
- ✓ Details of the authorized representative / individual

