

KENYA · COMPLIANCE

Kenya - Compliance

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

◆ SENDING RULES

- Use a registered Sender ID that matches your brand
- Opt-in consent required for promotional SMS
- Honour STOP opt-outs promptly
- Kenya Data Protection Act (ODPC) applies
- Promotional 07:00-19:00; transactional/OTP exempt

Regulated by Communications Authority of Kenya (CA). 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

