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O<sub>2</sub> Ireland (now **Three**) and Vodafone Ireland have made changes to their SMS sending practices. Ultimately they have put in place 'spam filter'. This will block all delivery of their mobile numbers through any route other than their own. For TextaGroup.ie to maintain our high delivery rate we have had no option but to use these direct delivery routes over the last few weeks.

TextaGroup.ie strives to be the most efficient and reliable service for your school. In order for us to maintain this; we have no other option but to pay the premium rate that O<sub>2</sub> and Vodafone have put in place. We are working on securing the best possible price for our customers. Presently TextaGroup.ie is absorbing this price increase and has not passed it on to your school.

You may have offers from companies offering discounted or cheaper rates. Please check if they are using direct routes to Vodafone or O<sub>2</sub>. Using other (grey) routes drastically increases the chance of messages not being delivered. Your Sender ID may be also lost with messages being received by parents from a 00451234567 type number.

As from the 1<sup>st</sup> March 2015 we will increase our unit price to 5 cent per unit.

If you wish to move your account over to [www.textaparent.ie](http://www.textaparent.ie) please contact me at [info@textparent.ie](mailto:info@textparent.ie)

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TextaGroup.ie Support

