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Notification preferences: letting customers choose which SMS notices they receive

WhatsApp & APIs

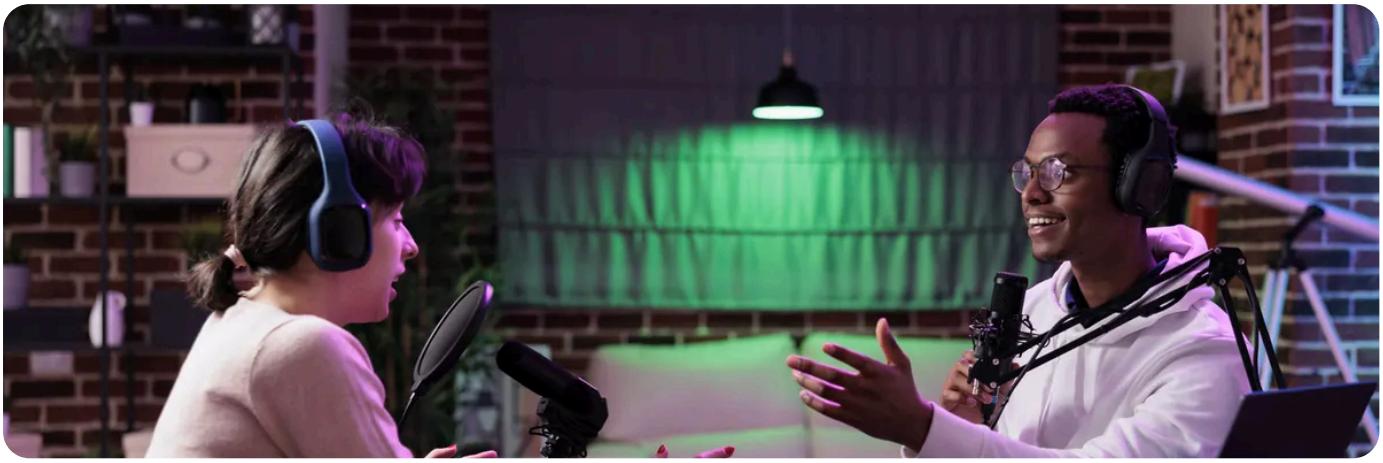
CODE	VERSION	COUNTRY · LANGUAGE
RLX-MZ-KB-2700	v2026.11.13	Mozambique · English

Interweb Mozambique
RLX Holdings, S.A. · Group RLX Holdings
Tax ID (NUIT) 401 191 607 · Legal entity no. (NUEL) 105 045 974 · Economic activity code (CAE) 62022

https://www.meu.interweb.co.mz/knowledgebase/2700

Notification preferences: letting customers choose which SMS notices they receive

WhatsApp & APIs Created on **November 13, 2026** 2 min read



The short answer: in your own system, record for each customer **which kinds of notice** they want by SMS, **when they agreed** and **in which language**. Essential service notices stay on; optional reminders and marketing are the customer's choice. For anyone who wants **no** SMS at all, there is the opt-out list in **our API**.

Three levels of notice

Level	Examples	Can they switch it off?
Essential	Account security, payment received, service suspended	Usually not; say so in your terms
Useful reminders	Appointment tomorrow, invoice due, order on its way	Yes, one switch per type
Marketing	Promotions, news, campaigns	Yes, and only with explicit consent

What to store in your system

1. **A confirmed phone number.** A verification code at sign-up proves the number is theirs: **verification codes through our API**.
2. **A yes or no per notice type**, with the date and how they agreed (form, counter, contract).
3. **The language** they want notices in. See **notices in Portuguese and English**.
4. **The preferred channel** for each type, if you also send by e-mail.

Before each send, your system checks these choices. It is simpler than it sounds: a table with the customer, the notice type and a yes or no.

When the customer wants no SMS at all

Add the number to the account's list with `POST /v1/sms/opt-outs`. From then on, any send to it is refused with **number_opted_out**, even if someone makes a mistake. `GET /v1/sms/opt-outs` shows the list, and the number parameter checks a single number. On the SMS page in Meu Interweb, anyone on the list is left out of sends.

The list means "never again".
Taking a number off it requires contacting support. So a customer who only wants to stop reminders or marketing is flagged in your system, not on the list.

Since SMS cannot receive replies
, say in each optional notice how to stop it: the preferences page on your website, a phone number or an e-mail address. The general rules are in **SMS good practices and consent**.

RECOMMENDED

Want notices customers appreciate rather than block? See the API page.

See the API page →

SEE ALSO

- SMS good practices and consent: who you may send to and how to let people opt out
- SMS notices in Portuguese and English: sending each customer the notice in their language
- Verification codes by SMS through our API: a practical guide for your site or app
- SMS marketing: Sender ID, the rules here, and how to write one that works
- Building an e-mail list legally: consent, sign-up forms and unsubscribing
- Connecting an ERP, CRM or in-house system to SMS notices: what your developer needs

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