Use of WhatsApp Messaging

- Commercial messaging allows businesses to communicate with their customers using WhatsApp, such as through order, transaction, and appointment information, delivery and shipping notifications, product and service updates, and marketing
- You may only initiate chats if you are sending a transactional notification, and only via approved Message Templates
- Do not try to send unwanted, automated, or bulk messages using WhatsApp. WhatsApp uses both machine learning technology and reports from users to detect and ban accounts sending unwanted messages.
- WhatsApp is committed to using the resources at its disposal—including legal action—to prevent abuse that violates its Terms of Service, such as automated or bulk messaging, or non-personal use.
- WhatsApp prohibits publishing falsehoods and engaging in illegal, threatening, intimidating, hateful, and racially or ethnically offensive behavior. Messages must not contain offensive content, for example sexually explicit materials or nudity, determined at our sole discretion.
- As per WhatsApp Business Terms of Service, beginning on December 7, 2019, WhatsApp will take legal action against those who determine are engaged in or assisting others in the abuse that violates our Terms of Service, such as automated or bulk messaging, or non-personal use, even if that determination is based on information solely available to us off our platform

Businesses should adhere to the above guidelines in order to be compliant with WhatsApp's terms. Failing to do so may result in a business account getting banned or may also lead to legal action from WhatsApp.