

[REPUBLIC ACT NO. 10639, June 20, 2014]

AN ACT MANDATING THE TELECOMMUNICATIONS SERVICE PROVIDERS TO SEND FREE MOBILE ALERTS IN THE EVENT OF NATURAL AND MAN-MADE DISASTERS AND CALAMITIES

Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:

SECTION 1. *Short Title.* – This Act shall be known as “The Free Mobile Disaster Alerts Act”.

SEC. 2. *Declaration of Policy.* – The State shall, at all times, protect its citizenry in the events of natural or man-made disasters and calamities. It shall likewise exhaust all possible means to notify and inform its constituents of the impending disasters to prevent injuries, destruction and loss of lives and property.

SEC. 3. *Definition of Terms.* –

(a) *Mobile phone service provider, service provider or telecommunication company* refers to any person, firm or partnership or corporation, government or private, granted a legislative franchise by Congress to provide cellular mobile telephone services to the general public, and issued a certificate of public convenience and necessity (CPCN) by the National Telecommunications Commission (NTC);

(b) *Mobile cellular phone, mobile phone or cellphone* refers to a mobile telecommunication device that uses a combination of radio transmission and conventional telephone switching to permit telephone communication to and from mobile users within a specified area or cell;

(c) *Basic mobile phone services* refer to short messaging service (SMS) or text messaging and voice call services;

(d) *Short messaging service (SMS)* refers to a service that allows short, alphanumeric messages to be sent to cellular phone display panels;

(e) *Multimedia messaging service (MMS)* refers to standard for telephony messaging systems that allows sending messages, including multimedia objects (images, audio, video, rich text), and not just text messages through the short messaging service (SMS); and

(f) *Auxiliary mobile phone service* refers to balance inquiry, customer support, prepaid reloading services and emergency alerts.

SEC. 4. *Mobile Disaster Alerts.* – In the event of an impending tropical storm, typhoon, tsunami, or other calamities, mobile phone service providers are mandated to send out alerts at regular intervals as required by the National Disaster Risk Reduction and Management Council (NDRRMC), the Philippine Atmospheric,