



# Sinch Conversation API- WeChat channel Beta

Appendix A: Service Description for Sinch

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# 1. Overview

## 1.1 Generalities

This document describes the WeChat channel accessible through the Conversation API. This channel can be setup by customer on the Sinch dashboard once the customer has a WeChat Verified Service Account. The customer can then setup WeChat channel in an existing Conversation API app or create a new app.

## 1.2 Accessing the product

WeChat Official Account enables customers to send and receive messages from WeChat users through Conversation API with the limits set by WeChat. You need a WeChat Verified Service Account before setting up this channel. Existing Conversation API customer will automatically have access to new channels once it's in Open Beta. In Closed Beta, the service is only accessible by selected customers.

## 1.3 Definition

Terms	Description
Conversation API	A single API that can enable the customers to send and receive messages globally using SMS, RCS, WhatsApp, Viber Business, Facebook messenger and other popular channels.
WeChat	WeChat is a messaging app, users can send messages, photos, videos, voice notes and your location for free.
WeChat channel	This is an adapter that is provided by Conversation API to communicate directly with WeChat and is referred to as a channel.
WeChat Official Account	An Official Account lets business presents in the form of a WeChat user's contact, and chat is the basis for the interaction between the Official Account and its users.
WeChat Verified Service Account	Users want to engage with businesses that are authentic and trustworthy. WeChat will verify official account and display a badge to give this confidence Conversation API will require customers to have a verified account to access certain WeChat APIs.
Customer	Sinch customers that signed a contract and order form for Conversation API usage.
User	Sinch customers' customer using WeChat as their preferred way to communicate.
MT	Mobile Terminated
MO	Mobile Originated

# 2. WeChat channel

## 2.1 WeChat channel

WeChat channel is built to be connected through Conversation API, it's possible to send messages to multiple social channels with the same implementation.

Conversation API - WeChat channel connects directly to WeChat to deliver and send messages to WeChat users.

These are the types of messages that are supported in this channel with MT:



When it is a reply to a user-initiated message:

- Text Message
- Media Message
- Template Message (Channel Specific Template)
- Location Message
- Choice / Card / Carousel Message

The customer can use approved template messages in WeChat Template library or create a custom template to initiate a conversation with the user.

These are the types of messages that are supported in this channel with MO:

- Text Message
- Media Message
- Voice/Video/Short Video Message
- Location message
- URL message

Delivery status is available only for Template Message.

If the WeChat user follows or unfollow the WeChat Official Account, then the channel will receive an event.

## 2.2 WeChat channel supported countries

Through Conversation API, WeChat channel is accessible in countries where WeChat user are accessing the service.

# 3. Integrations and APIs

WeChat channel does not provide its standalone API, it is a channel accessible through the Conversation API app.

## 3.1 API maintenance and upgrade

API may change over time. Migration to new APIs will be included in the Conversation API release notes.

# 4. Platform

Sinch Conversation API resides on a server infrastructure on a redundant multi-tier network in Amazon Web Services (AWS) cloud. Sinch has one MSP (Messaging Service Provider) for the United States and one for Europe.

## 4.1 Data Connectivity

Sinch Conversation API users' access and uses WeChat channel over the Internet. Customers are responsible for their internet connections as well as for any faults or delays of the service associated with the connection.



## 4.2 Data storage

Data	Description	Retention period
Logs	Message IDs, Conversation API app ID, BCA ID, Message sent date and time, Message type (text, media, choice), Message sent status (success/failure).	Stored for 30 days starting from the next day (UTC).
Media files	If a message received has any media content, we download the files from the Apple servers and upload them to Conversation API S3 on Amazon AWS so our customer may have access to them.	7 days starting from the moment we upload the media. This is a fixed time and is not possible to customize per customer.
Media URL	When customer is sending MT messages with a media URL.	Stored 3 days from when it is inserted into cache.
Choice message cache	If the customer sends a Choice message with unsupported content, we transcode it to text and temporarily store the payload data on Amazon AWS ElasticCache. We attach it to the MO message when the end-user replies and delete the data afterward.	Up to 7 days starting from the moment the customer sends the message and is automatically deleted when the reply is received.
Short-lived Access Token	WeChat API uses short-lived access token, token needs to be re-requested every 2 hours.	It is auto deleted after 2 hours.
Retry messages	When message is failed to send due to one of temporary reject reason, message will be put to retry queue and retried after some time.	Retry to send messages for maximum 1 hour. When the maximum period is reached, the message will be immediately deleted. If retry succeeded, the message will be immediately deleted.
Channel data	Channel data are used to send and receive messages via WeChat from customer account to WeChat users.	This data will be stored and will not be deleted until the Conversation API app is removed.

## 5. Security

### 5.1 Security

The information security of Conversation API is based on Sinch Information Security Management System (ISMS), which is ISO 27001 certified according to ISO27001 standard. For more information about Sinch security, see <https://www.sinch.com/security>. Connections to Sinch Conversation API are secured with HTTPS. Data at rest is encrypted.

### 5.2 Data privacy

WeChat channel stores and retain data listed in [4.2 Data storage](#). For content data received (Refers to any data the customer is sending in addition to the recipient) by Conversation API – WeChat channel, it is just kept in memory during the time is being processed. Therefore, right after being processed the data is deleted.



## 5.3 Data retention

The Conversation API has a retention policy which can be set through dashboard (or programmatically) for Conversation and Message History. The Default is 180 days, but this can be changed from 1 day to 10 years (In future, costs may apply for longer retention periods). The "Contact" is only deleted when the client deletes it using the Data Management API. Data for Billing is masked such that MSISDNs and Channel IDs are anonymised in the Billing CDR Data. Message Body is always masked in billing data. Conversation API-WeChat channel data storage and retention time is specified in [4.2 Data storage](#).

## 5.4 Terminating the Service

At any time, the customer can use the reset integration at the configuration of the WeChat channel to terminate the WeChat service. The WeChat Official Account and token will be removed instantly. The data listed in [4.2 Data storage](#) will kept until the expiration of the retention time. The rest of the data, which is messages and contacts, are still managed by the Conversation API policies and APIs, so the customer will still have the retention policy for messages and can delete the contacts through the contact API that is connected to Conversation API. When the whole Conversation API app is deleted, the same process is followed but the various channels used may have their own retention policies as set out in the product description of the respective product.

## 5.5 Technical and Organizational Measures

For more information, please refer to <https://www.sinch.com/data-protection-agreement/>

# 6. Support and operations

## 6.1 Customer onboarding

There is no special customer onboarding as the customer is required to have a verified WeChat Official Account and provide on the Sinch Dashboard with the channel key and channel token.

## 6.2 Support and service issues

In beta trial, all incidents and service issues should be reported using the following e-mail address: [convapi\\_wechat\\_beta@sinch.com](mailto:convapi_wechat_beta@sinch.com). As it is in beta, Conversation API SLA will not apply to this channel.