Business SMS

- 10DLC Updates and Release Notes Quick Reference Page
- A2P/10DLC Brand & Campaign Registration Form

10DLC Updates and Release Notes Quick Reference Page

Due to the ever-changing nature of the 10DLC Messaging Initiative, we have created a quick reference sheet that lists significant changes to 10DLC as they occur, including portal updates/enhancements related to 10DLC. We will also list all known future deadlines and events as they become available to us.

> **Note:** This document will be updated frequently, and the most recent changes will always appear at the top of the listing. Older changes can be found lower on the list.

Past Changes

This section covers all 10DLC updates/changes that have already been implemented.

October 17, 2024 - Authentication+

TCR has started to roll out a new brand identity verification process called Authentication+ for all brands registered in TCR.

- The primary objective is to prevent brand impersonation, which leads to consumer fraud such as disinformation, smishing, and spoofing.
- This new brand identity verification process will require brand personnel attestation via Two Factor Authentication (2FA) to be carried out as part of the initial brand registration flow.

What you need to know:
On October 17th, 2024, brands registering as **Publicly Traded Company entities** will be subject to Two Factor Authentication (2FA). This new process will require:

1. Adding a customer contact email to the campaign registration form.
2. Asking your customer to respond back to a verification request from TCR within 7 days of brand submission, otherwise the brand won't be approved.

Who is affected?

- Those registering a new "Publicly Traded Company" brand entity.
- Partners with legacy "Publicly Traded Company" brands will need to re-verify using 2FA when they register a new campaign under that brand.
- ***Coming soon!*** All brands: While Authentication+ is currently only applicable to Publicly Traded Company entity brand types, other entity types will be added to this requirement soon.

What should I do?
If your customer has a Publicly Traded Company brand, let them know about this change and have them designate a primary contact now so they are prepared to help you through the next campaign registration process.

October 1st, 2024

The following changes are being made to the Campaign Vetting processes effective October 1st, 2024:

CTA/ Message Flow

Whereas this information was previously noted on the website, for example, the DCA now wants it in the campaign registration form. The CTA must include the following for each method used to collect SMS information (i.e. website, verbal, et.)

- Program name
- Program description (detailed)
- Message frequency disclosure
- "Message and Data Rates May Apply"
- STOP keyword for opting out
- TOS/T&C verbiage if not linked or if posted on a website must match

In addition, for the various types of opt-ins, you must include the following:

- Web Form:
  - Specify exactly where (location on the web page) the opt-in occurs.
  - Include in your submission the URL for any page where opt-in occurs.
  - Opt-in must be:
    - Optional from a webform
    - Can't be combined with a marketing opt-in
- Verbal OR Written Form:

    - Clearly outline, in detail, the scenario by which opt-in is gathered, and the language being used.
    - Optional – load in the script being used.

Privacy Policy

If you have a Privacy Policy on your website, provide the link.

The Privacy Policy must be comprehensive enough, including:

- What type of data you collect
- State that the brand does not share, rent or sell customer's data to third parties regarding mobile opt-in data for marketing purposes.
    - For example: *"We will not share your SMS opt-in information with any third party for any reason other than to deliver the specific services associated with the campaign. However, we may share your personal data, including your SMS opt-in or consent status, with third parties that assist us in providing messaging services, such as platform providers, phone carriers, and other vendors involved in delivering text messages."*

Terms of Service

In addition to proving a brand has a Privacy Policy, it now must prove it has Terms of Service (TOS)/ Terms & Conditions. It can do these one of two ways:

1. Linking to the TOS on the website
2. Adding TOS language to the SMS discloser

If provided separately, the TOS must include:

- Program (brand) name
- Message frequency disclosure (not required for single message programs)
- Product description (what types of messages the end user will receive)
- Customer care contact information
- Opt-out information (not required for single message programs*)
- "Message and data rates may apply" disclosure.

If added to the SMS Disclosure, include:

- Customer care contact information
- Message frequency disclosure (not required for single message programs)

Invite Messaging

This language was always a "best practice," but is now required:

Opt-in Messaging

- "*Message & data rates may apply.”*
- *“Message frequency may vary.”* (for marketing use cases)
- *“You can text HELP for support or STOP at any time to unsubscribe.”*
- *“Your phone number will not be shared with third parties for marketing or promotional purposes.”* (for marketing use cases)

Opt-out Messaging

- Send a message that tells the customer how to opt back in/ re-subscribe

Help Messaging

- Must include the Customer Care contact information (This tells the end user who and how to contact someone for “help”).

September 10, 2024

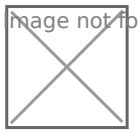
T-Mobile updated Campaign Requirements

Effective September 10, 2024, all campaigns must include the URL for the Privacy Policy under the Call-to-Action (CTA)/Message Flow. Even if this information is available on the website, the URL must be included in your campaign submission to TCR.

- Privacy Policy Link ***now required
- Terms and Conditions Link *will remain optional

All campaigns are now required to have a Privacy Policy on the website, even if the campaign is just used collect phone numbers or send marketing related messages.

Opt in via Form: If the customer provides consent by completing a form (either electronic or in paper). This specific form must be attached to the registration for verification purposes. You may utilize the CTA (Call to Action), Privacy Policy and/or Terms and Conditions Multimedia Upload.



Week of 06-27-24

New Optional Campaign Registration Fields

TCR added several new optional campaign fields to assist CNPs and DCAs with campaign reviews. New optional campaign fields let CSPs provide information on privacy policies, terms and conditions, embedded links, and the ability to upload supporting documentation.

New Fields

When creating a new campaign, you can choose to enter links for privacy policies and terms and conditions documents that are hosted online. Supporting documents can also be uploaded, such as a call-to-action or digital versions of privacy policies and terms and conditions documents. A sample of the embedded link can also be added.

The following table provides a brief explanation of these new fields and their attributes (Click image to enlarge):

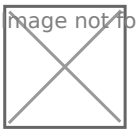


Week of 12-17-23

10DLC - New Violation Fines

- Beginning January 1, 2024, T-Mobile is instituting three new fees for non-compliant traffic that result in a Severity-0 violation. A Sev-0 (Severity-0) represents the most harmful violation to consumers and applies to **all products** (SMS or MMS, Toll-Free, and 10DLC) that transverse T-Mobile's network.
- The non-compliance fine(s) (USD) will be assessed for every Sev-0 violation issued as follows:
  - **Tier 1**: $2,000 for phishing, smishing, and social engineering
    - 'Social Engineering' refers to the practice of targeting individuals in a way that manipulates individuals to reveal private information like credit card numbers or social security numbers.
  - **Tier 2:** $1,000 for illegal content (included content must be legal in all 50 states and federally legal).
    - Illegal content includes, but is not limited to, Cannabis, Marijuana, CBD, Illegal Prescriptions, and Solicitation.
  - **Tier 3**: $500 for all other violations including, but not limited to, SHAFT (sex, hate, alcohol, firearms, and tobacco) content.
- If traffic continues to receive Sev-0 violations, carriers maintain the right to suspend a brand, remove access to their platforms, and may also block all messaging traffic. Therefore, you must ensure that all traffic leaving your network is wanted and compliant.

Please review the list of all disallowed content (Click image to enlarge):



10DLC – Message Blocking on the Rise

At this time of year, our industry typically sees higher volumes of traffic, and we have already seen cases where messages that do not meet current messaging standards are being blocked.

To avoid any potential blocking, ensure your campaigns are fully compliant. Use the requirements outlined below and pay special attention to campaigns created before manual vetting began on January 26, 2023.

Active campaigns should meet the following requirements:

- The **content** being sent:
  - Matches what was described during the campaign registration process.
  - Is not considered prohibited content.
- The campaigns collect **proper opt-in**.
  - The privacy policy does not commit to selling/sharing personal information with third parties.
- The campaigns are compliant with current messaging best practices.
  - **All campaigns must contain a message flow or call to action.**

Toll-Free - Verification Deadline

As of November 8th, all unverified toll-free numbers are being blocked from sending messages. Effective **January 31, 2024**, messages sent on toll-free numbers that started verification but didn't fully complete it (status = "pending") will be blocked.

If you want to keep sending messages to toll-free numbers that are in a 'pending' status after January 31st, then you need to complete your toll-free verification registration as soon as possible.

Week of 04-17-23

- The Telco Phone Number's Portal (Manage DIDs) now allows External Vetting for 10DLC Brands. Brands that are externally vetted can be resubmitted to MNOs (Mobile Network Operators) to update carrier terms.

Week of 01-09-23

- On Thursday, January 12, The Campaign Registry (TCR) will send outbound SMS to Sole Proprietor brands to verify their registered mobile numbers, as mentioned below in the 'Sole Proprietor 2.0 Changes' update.
  - If you have sole proprietor brands that do not have a mobile phone number yet, please make sure to provide the brand's mobile numbers in the 10DLC brand page so that they will not miss out on this verification process.

- Any existing legacy SP brands/campaigns that have not been converted to be SP 2.0 compliant by February 28th, 2023, will be permanently deactivated/expired on March 1st.

Week of 01-02-23

- Updated the downloadable form on the Forms page to include New Use Cases, Message Flow field, removal of Sole Proprietor entity type, and removal of Number Pooling option. Verbiage has also been updated in several places for clearer direction.

Week of 12-12-22

- Effective December 13th, was determined that our upstream carriers will no longer offer the 'Sole Proprietorship' 10DLC Campaign option during Campaign registration.
  - We will continue to manage and maintain existing Sole Proprietor Campaigns; however, new Sole Proprietor Campaigns will no longer be offered.
  - Existing SP campaigns will still be subject to the 'Sole Proprietor 2.0' changes mentioned earlier this year, and OTP verification will begin on January 12th.

Week of 11-28-22

- Effective **December 1st, 2022**, T-Mobile will require the deactivation of any A2P/ 10DLC numbers that do not have active message traffic.
  - Additionally, any **campaign** that does not support A2P/10DLC traffic over a rolling two-month period will be assessed **a $250 non-use fee**. This is enforceable at T-Mobile’s discretion.
  - Any charges assessed to your customer’s campaigns will be passed through to you. Please be sure to review MDRs and consider removing phone numbers without usage from Campaigns.

Week of 11-14-22

- **Opt-IN/Opt-OUT/Help Required Validation:** Effective November 17th, 2022, TCR will require all New Campaign Registrations to submit proof of Opt-IN/Opt-OUT/Help offerings as well as the Opt-IN message flow. Full details of this change can be found here.

Week of 10-31-22

- **Sole Proprietor 2.0 Changes:** Effective **November 3rd**, TCR will begin running an ongoing validation process for previously registered Sole Proprietor entities, in addition to other new requirements and changes (listed further below).
  - After this date, Brands that do not pass “Brand Data Validation” will be rejected. Brands that do not pass “OTP Validation of Mobile Phone” will be set to "Unverified" status and will be unable to register campaigns.
  - Additionally, all existing Sole Proprietor Brands will be set to "Unverified." Existing campaigns will still work. New campaigns for existing "Unverified" brands cannot be registered.

    ***New* Sole Proprietor Campaigns will need to comply with the changes listed below beginning on November 3rd, 2022.**
  - **Number Assignment Limitation** - Only one (1) campaign is allowed per Brand with a maximum of one (1) associated Telephone Number.
  - **Messaging Limitation** - 1000 msg/day limit* (T-Mobile) and 15msg/minute limit* (AT&T) per Campaign.
  - **Two-step validation process** - During registration, you will need to provide a mobile number for the “sole proprietor” requesting the campaign. TCR will text the mobile number provided and require a response text in order to validate the campaign request. This step will be mandatory.
  - **Re-registration of existing Sole Proprietor campaigns** - This process will be mandatory by the end of this year. You may start the revalidation process anytime, so we suggest doing so as soon as possible to ensure the continuity of your customer’s SMS usage.
  - **$4 Setup Fee** - TCR will include a $4 setup fee each time a new Sole Proprietor is registered moving forward.
  - **Increased MRC** - Effective November 3rd, any campaign registered as “Sole Proprietor” will see an increase from $0.75 to $2.00/ month MRC.

Week of 09-26-22

- T-Mobile Announces the Campaign activation fee of $50 ($1 for Sole Proprietors) is discontinued effective September 1st, 2022. This fee was originally charged each time a new Campaign is created. Moving forward from September 1st onward, this fee is no longer applicable.
- Effective September 27th, the 10DLC Portal is updated to add the ability to show the Direct Connect Aggregator (DCA) and DCA Election Status under the Brands and Campaigns tab. The DCA Election Status will initially show as 'Pending' and once Inteliquent completes the campaign setup process, that status will then be updated to show as 'Active' within the portal.

Week of 07-11-22

- Effective July 11th, 2022, a one-time $15.00 Campaign vetting fee (per new campaign) will apply. Rejected or resubmitted Campaigns will be subject to this fee each time.

Week of 05-30-22

- Starting June 1, 2022, the Sole Proprietor NRC fee of $1 per Campaign will apply.

Week of 04-04-22

- TCR introduces UCaaS Campaign Use Cases for High Volume and Low Volume. This use case is only applicable to approved UCaaS businesses.
- Number Pool Processing Fee introduced - $100 NRC per Campaign_ID Approved for Number Pooling.
  - This fee applies when your campaign (or use case) requires 50 or more A2P 10DLC phone numbers associated with a given brand that creates messaging content and requires processing by Inteliquent and DCA.
- Number Pool Configuration Fee introduced - $2,000 NRC per Campaign_ID Approved for Number Pooling.

Week of 02-28-22

- T-Mobile's $50 Campaign Registration fee is enforced for all newly created Campaigns moving forward.

Week of 01-17-22

- T-Mobile announces they will begin enforcing the Campaign Registration Fee (New and Migration) of $50 per Campaign effective March 1, 2022.

Week of 12-13-21

- Brands with a 501(c)(3) tax-exempt status are now allowed to register Standard Use Case campaigns.

Week of 11-29-21

- Work begins to upgrade MDR (Message Detail Record) report databases to increase query performance and will be unavailable temporarily. This upgrade is planned to be completed and the service restored by next week.
- A new article titled 'Start Here with 10DLC' was created to briefly summarize the A2P 10DLC channel and what needs to be done to avoid penalties, including numerous links to other articles with additional information.

Week of 11-22-21

- Added the Messaging Cost Calculator Tool within Manage DIDs 10DLC Portal under the 'Tools' tab. This tool is now detailed at the bottom of the 'Tools' section within the Brand/Campaign Registration in Manage DIDs article.

Week of 11-15-21

- Added new Message Detail Records Report found within Manage DIDs by selecting the 'Messaging Detail Records' Button. This report allows you to search the details of the SMS and MMS messages you send and/or receive with extensive filtering options.
- Updated Carrier Status section within 'Edit Campaign' to show the actual carrier approval status (Approved, In Review, etc.)
- Per TCR, limited Sole Proprietorship Brand Campaigns to allow up to 5 numbers per Campaign.
- Various minor improvements in the UI.

Week of 11-08-21

- **Fee Update:** T-Mobile $50 Per Campaign Registration fee effective date of 12/1 has been rescinded. New effective date is TBD per T-Mobile.
- **Messaging Support:** messaging gateway providers will not support troubleshooting outbound message delivery failure tickets for TNs with unassigned Campaign IDs.
- **Message Blocking:** has begun to systematically block outbound messages on TNs without an assigned campaign ID, effective Nov 11th.
- **TCR Update:** All existing “Conversational” Use Case Campaigns have been renamed to “Proxy”
- **10DLC Portal Update:** A background process has been implemented to un-assign phone numbers when a Campaign expires. Once these numbers are unassigned, they can be assigned to other active Campaigns. Additionally, once a Campaign has expired, a corresponding email notice is sent to the Reseller that created the Campaign letting them know the Campaign is now expired.
- 10DLC Portal Updates: Campaign Description is made editable.
- Sole Proprietor Brands can only create a single campaign.

- Switched the "Opt-In/Opt-Out & Help" and "SMS-enabled Phone Numbers" to reflect logical order of 10DLC configuration workflow.

Week of 11-01-21

- **10DLC Portal Update:** A background process has been implemented to unassign phone numbers when a Campaign expires. Once these numbers are unassigned, they can be assigned to other active Campaigns. Additionally, once a Campaign has expired, a corresponding email notice is sent to the Reseller that created the Campaign letting them know the Campaign is now expired.
- **SMS Responder Bot Update:** Related to 10DLC, SMS Responder Bot has been updated so it will not automatically respond to '[SYS-MSG]' notices that are received as a part of the 10DLC compliance process.
- **Cost Calculator Tool:** Created a new page titled 'Messaging Cost Calculator Tool' within the 'Messaging Resources' subsection that houses the cost calculator tool download. This spreadsheet tool will aid in calculating one-time charges, monthly recurring charges, and the average cost per-DID. A small note was also added to the Messaging Reseller Guide under the 'TCR Costs' section that links readers to the new calculator tool page.

Week of 10-25-21

- **Sole Proprietorship Update:** Registering a Brand as a 'Sole Proprietor' is now possible in the 10DLC Portal within Manage DIDs. Additionally, all Brands registered as a 'Sole Proprietor' are required to select the 'Sole Proprietor' Special Use Case when creating Campaigns. TCR pricing information for the Campaign Special Use Case 'Sole Proprietor' ($0.75 monthly) was also updated within the Messaging Campaign Registration Guide.
- **Conversational Messaging Removal:** Per TCR, the 'Conversational Messaging' Use Case is deprecated and is no longer available for selection during Campaign Registration. Removed description for 'Conversational Messaging' Use Case within Messaging Campaign Registration Guide.

Week of 10-18-21

- **Non-Profit and Charity Correction:** Clarified through a recent update from TCR that Non-Profit Organizations that are also Non-Charitable are not required to select 'Charity' Use Case and may select any other standard use case. Information corrected for articles Messaging Brand Registration Guide, Messaging Campaign Registration Guide, and Brand/Campaign Registration in Manage DIDs.
- **10DLC Reports Update:** New reports for Brands and Campaigns and SMS Usage Expanded are now detailed in the Generating Reports Article. These reports help identify specific SMS and MMS usage along with Brand and Campaign status information.

Week of 10-11-21

- **10DLC Portal Update:** Updated screenshots, steps, and added updated video walkthrough link to reflect new UI changes included in the 10-15-21 Manage DIDs Portal Upgrade. Changes implemented in the article Brand/Campaign Registration in Manage DIDs. Full details of this upgrade can be found in the Documents section of your Dashmanager Menu under 'Release Notes.'
- **Conversational Messaging Requirement Update:** Added additional verbiage of Use Case 'Conversational Messaging' to emphasize that it can only be used with proxy number campaigns. Information provided by TCR. Found in the 'Campaign Use Cases' section of the Messaging Campaign Registration Guide.
- **Unverified Brand Status Update:** Added note/instructions for how to check the reason a Brand is listed as 'Unverified' through Manage DIDs Portal and selecting 'Edit' for the Brand. Instructions added to article Brand/Campaign Registration in Manage DIDs found at the bottom of the 'Brands and Campaigns Tab: Brand Creation' section. Also added an FAQ for this information to Messaging FAQs.
- **Check Assigned Numbers Update:** Added FAQ and Note for SMS Routing Report in Manage DIDs tab and that it has the ability to check which phone numbers are currently assigned or unassigned to a Campaign. Information and instructions to run report added to Messaging FAQs and also added as a note to article Brand/Campaign Registration in Manage DIDs at the bottom of the 'SMS-enabled Phone Numbers Tab' section.

Week of 10-04-21

- **Business Verticals Update:** Created new Messaging Article: TCR's Business Verticals Breakdown. This article can be found in the 'Messaging Resources' sub-section of the 10DLC Document Library. This article was created to help Resellers decide which business vertical is most appropriate for their business type since TCR's view on verticals differs from other organizations.
- **Non-Profit and Charity Update:** Added a note to several articles advising Charities and Non-Profits are recognized as the same vertical according to TCR and they should choose 'Charity' Special Use Case. Note added to Messaging Brand Registration Guide under the 'Information Needed' section, Messaging Campaign Registration Guide under the 'Campaign Use Cases' section, and article Brand/Campaign Registration in Manage DIDs under the 'Brands and Campaigns Tab: Campaign Creation' section in step 2.
- **Non-Profit Requirement Update:** Confirmed Charity Use case for Non-Profit organization requires a 501(c)(3) tax-exempt status to qualify as a Non-Profit Organization per TCR. Information added to Messaging Brand Registration Guide under the 'Information Needed' section, Messaging Campaign Registration Guide under the 'Campaign Use Cases' section for the 'Charity' use case, and article Brand/Campaign Registration in Manage DIDs under the 'Brands and Campaigns Tab: Campaign Creation' section in step 2.

Week of 09-27-21

- **Fee Update:** Updated verbiage to clarify $50 one-time per Campaign Registration Fee. Later updated to confirm $50 Campaign Registration fee not actually effective until December 1st, 2021 per T-Mobile. Information was updated under the 'TCR Costs' section of the Messaging Reseller Guide and also added at the top of the Messaging Brand Registration Guide as a note.
- **Number Pooling Update:** Emphasis added regarding Number Pooling must be selected during Campaign Registration if the Campaign intends to use 50+ Numbers. Information added to the Messaging Campaign Registration Guide under the 'Campaign and Content Attributes' section. Also added to article Brand/Campaign Registration in Manage DIDs under the 'Brands and Campaigns Tab: Campaign Creation' section within step 6.
- **Opt-IN/Opt-OUT Update:** Added additional instructions for how to Import/Export Opt-INs and Opt-Outs in the Manage DIDs 10DLC Portal Tab. This information is located in the article Brand/Campaign Registration in Manage DIDs under the 'Opt-IN Opt-OUT Keywords Tab' section.

A2P/10DLC Brand & Campaign Registration Form

10DLC A2P Brand and Campaign Registration Form (docx)

A downloadable version of the A2P/10DLC Brand & Campaign Registration Form that can be used to submit to Carriers for approval of Brand and Campaign for SMS Messages

What you need

1. Either the brand's company website or online presence must include:
   · A complete, comprehensive, clear, and accessible Privacy Policy that outlines how customer data is collected, used, and protected.
   • A section in their Terms and Conditions (T&C) or Terms of Service (TOS) dedicated to SMS Communication.
   · If linking to a company website, make sure:
   o It is a working and secure website with a valid SSL certificate.
   o The URL matches the company's brand name.
   o Also, any forms asking for phone numbers MUST include a clear SMS disclosure on ALL forms, regardless of whether the number will be used to contact consumers via SMS.

2. A Privacy policy is required for all 10DLC messaging campaigns.
   • The Privacy Policy MUST make clear that consumers' Personally Identifiable Information (or PII) will not be shared, rented or sold to third parties for the purpose of marketing.
3. IMPORTANT:
   • The Terms & Conditions (T&C) or Terms of Service (TOS) section should include the following:
   o Program (Brand) name
   o Product description, or the types of messages consumers might receive (be very detailed)
   o Message frequency
   o The "Message and data rates may apply" disclosure
   o Opt-out instructions
   o Customer Care Contact Information, or where/ how the end user contacts the brand if they need help

4. Business Information such as Legal Name, DBA, EIN Number, Legal Address, Etc