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

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