



This guide is to help you understand the current rules for using business texting (SMS).

- The FCC and the major cellular carriers created a new organization called The Campaign Registry (TCR) to put regulations in place for the purpose of eliminating spam. This new entity enforces the laws created through 10DLC (10 digit long code).
- Any company that wants to use their business phone numbers to message via SMS/MMS, must go through a vetting process to register their phone numbers or outbound messages will be blocked by the receiving carriers. This does not apply to your personal numbers on your individual residential plans.
- Just as with any other government run organization, this vetting process is a constant moving target as they modify the requirements for approval. As a provider of business phone service, we are abiding by the same rules as all of our industry peers.
- Is TCR Registration Mandatory? Yes, before you can use SMS messages in the US, you will need to have secured your TCR registration. This applies to all industries and sectors that opt to use SMS for communication. You will need to have registered a legitimate use case to the TCR before being permitted to contact consumers in this way. Simply put, carriers want to know who is sending messages and what messages are being sent.
- Penalties for not registering
 - Your messages will be filtered, blocked, and not delivered to your contacts.
 - You could get banned by the carriers for texting or calling with that unregistered number.
 - Carriers can fine companies up to \$10 per message sent by an unregistered 10DLC.

TCR Requirements:

1. **A working website:** The TCR will look for a website associated with your brand entity. We recommend providing this in your registration. [Not a Facebook page or any other social media site]
2. **Opt-in language on phone number collection forms:** In order to be approved, you'll need to ensure that all of all of your phone collection forms on your website include opt-in language.
3. **Compliant Privacy Policy easily visible on your website:** Your privacy policy must be easily accessible on your main website, and is compliant - [guidelines here](#). Template below.

4. **Link to your privacy policy from your phone number collection forms:** In addition to requiring opt in language on all phone collection forms, each form must also link to your compliant privacy policy.

Reference link from independent source:

https://help.hustle.com/hc/en-us/articles/17508639784087-The-10DLC-Prep-Checklist#h_01HMCWA06N25RQM59CKEFX5Q6A

Recommended replacement of your website policies:

SMS (Text Messaging) Privacy Policy

Introduction

At [Your Business Name], we value your privacy and are committed to ensuring the confidentiality and security of your SMS (Text Messaging) communications. This SMS Privacy Policy outlines how we collect, use, and protect your SMS data in compliance with industry standards and regulations.

Collection and Use of SMS Data

When you communicate with us via SMS, we may collect limited information, such as:

- Your phone number
- The content of your messages

We collect this data to facilitate communication, provide support, deliver updates, or share relevant information about our services. We will not use your SMS data for any other purposes without your explicit written consent. Additionally, we do not sell, rent, or share your SMS data with third parties unless required by law.

Opt-In Process

To ensure you have control over your communication preferences, we operate on an opt-in basis for SMS notifications:

1. You will receive an initial opt-in message from our number.
 2. Follow the instructions provided to confirm your subscription by replying with "YES."
 3. Once confirmed, you will receive a follow-up message acknowledging your successful enrollment in our SMS communication system.
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Opt-Out Process

You have the right to stop receiving SMS notifications at any time:

- Reply with "STOP" to any of our messages to opt-out.
- Upon opting out, you will receive a confirmation message indicating you have been removed from our SMS notifications.

If you change your mind, you can always opt back in by following the opt-in process.

Data and Message Rates

Standard message and data rates may apply to SMS messages sent and received. You are solely responsible for any fees or charges incurred from your mobile carrier related to SMS communication with "Customer Name". Please verify with your MNO – Mobile Network Operator like Verizon, AT&T, T-Mobile, etc for data and messaging standard rates.

Frequency of Messages

We strive to keep SMS communications to a reasonable frequency and relevance. You may expect to receive SMS messages from us only when necessary for appointment reminders, scheduling adjustments, or important updates related to our services. We do not engage in unsolicited marketing messages via SMS without your explicit consent.

Protection of SMS Data

We take the security of your SMS data seriously. Our systems implement industry-standard measures to protect against unauthorized access, alteration, or disclosure. These measures include encryption, secure access protocols, and regular system audits to ensure compliance with privacy standards.

Disclosure of SMS Data

Your SMS data is never disclosed to third parties except under the following circumstances:

- To comply with legal obligations, such as court orders or subpoenas.
- To protect our rights, property, or the safety of our employees, customers, or others.

We remain transparent in such cases and will notify you where legally permissible.

Your Rights

As a valued customer, you have the following rights regarding your SMS data:

- **Access:** Request a copy of the SMS data we hold about you.
- **Correction:** Update or correct any inaccuracies in your SMS data.
- **Deletion:** Request the deletion of your SMS data, except where retention is required by law.

To exercise these rights, please contact us at [support@[YourBusiness].com].

Changes to This Policy

We may update this SMS Privacy Policy from time to time to reflect changes in our practices or legal requirements. Any modifications will be effective immediately upon posting the revised policy on our website. We encourage you to review this page periodically for updates.

Contact Us

If you have questions or concerns about this SMS Privacy Policy or your data, please contact us at:

Email: [support@[YourBusiness].com]
Phone: [Your Business Phone Number]