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Brand Registration Guide

Legal Company Name

This should be the name of the business you are registering for as a customer. Keep in mind that the legal company name should exactly match the name under which the business is registered with the IRS (for US businesses) or Corporations Canada.

Brand Name or DBA

DBA stands for “doing business as.” A trade name, trading name, or business name is a pseudonym used by companies that do not operate under their registered company name.

Country of Registration

The country in which the business is registered. We accept registrations only for:

- USA
- Canada

Type of Legal Forms

Private

A private company is a firm held under private ownership. The following information is required to register a private brand successfully:

- Accurate legal company name
- EIN Number (US) - nine-digit
- If you're registering a Canadian entity, enter your federal or provincial Corporation number (CCN)

Non Profit

An organization whose aim is to make money for a social or political purpose or to provide a service that people need, rather than to make a profit. Companies that are legitimate non-profit organizations must have a determination letter and **501(c)(3) status in order to be verified as such.** The following information is required in order to register a Non-Profit brand successfully:

- Accurate legal company name
- EIN Number (US) - nine-digit
- This Entity Type is not applicable to **Canada Brands.**

Government

The following information is required in order to register a Government brand successfully:

- Accurate legal company name
- EIN Number (US) - nine-digit
- This Entity Type is not applicable to **Canada Brands**.

Public

A company with public ownership and shares that trade on a public market. The following information is required in order to register a Public brand successfully:

- Accurate legal company name
- EIN Number (US) - nine-digit
- Stock Symbol
- Stock Exchange

Universal EIN or TAX ID

Tax ID number is used in conjunction with the company's name, address, and other information to ensure TCR performs a background investigation on the correct company. The following guide will provide the best verification of the company we're registering.

USA

If you are a US company or a foreign company with a US IRS Employer Identification Number (EIN), please enter that **nine-digit number** in the EIN field and ensure that your legal company name is consistent with your IRS registration and is properly spelled. The address you enter should also be the same as that used in registering with the IRS.

Canada

If your primary business registration is in Canada, please enter your Canadian Corporation Number, which may be federal or provincial. Please do NOT enter your business number or federal tax ID number, as that is not readily cross-referenced. As always, please ensure that your legal company name is consistent with your corporation registration and is properly spelled. The address you enter should also be the same as that used in registering with Corporations Canada.

- **Alberta:** Corporate Access Number
- **British Columbia:** Requires an alpha prefix (BC)
- **Quebec:** Quebec Business Number

- **Ontario:** Federal Corporation Business Number (begins with two zeros, but remove leading zeros in admin to verify)
- **Manitoba:** Manitoba Corporation Number

Service Address

Addresses must match those on the EIN letter (for US) or those provided when registering with Corporations Canada.

Website/Online Presence

Please make sure to include any website or online presence the customer has. This can include a social media page, as long as our aggregator can access it and verify the business is who they say they are. Even if the customer avoids putting their website, our aggregator will search for the business to see if there's any associated website. If there's prohibited content on their website, the campaign will be rejected.

Additional guidelines:

- The website must be working and secured (meaning an "s"ftp site)
- The website content/offering match up with the proposed messaging use cases
- If used to collect mobile numbers, opt-in language is required. An Effective opt-in language should include:
 - An explanation of what they're signing up for
 - A note that message and data rates may apply
 - A note from the website's privacy policy that indicates what information is collected, how it is used, and how users can opt-out. The policy must say "All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties."

Vertical Type

Industry market that best fits your business space.

Email Address

Email address of the company you are registering.

Phone Number

Phone number of the company you are registering.

Campaign Registration Guide

A 10DLC campaign is a way for businesses and organizations to communicate with their audience through text messaging in a controlled and regulated manner. The campaign describes the intended goal or use case of the messages (Example: Account notification, Customer Care or 2FA).

Usecase

As mandated by MNOs, TCR requires declaring a Use Case at the beginning of the Campaign Registration process. Standard Use Cases are immediately available for all qualified registered Brands and do not require Vetting or pre/post approval by MNOs. Special Use Cases are sensitive or critical in nature and may require Vetting or pre/post-registration approval by MNOs. Requirements may vary according to each MNO.

Special Use Case requirements

Some “Use Cases”, as requested by carriers, might be exclusively available to either vetted brands or specific entity types, or require pre/post approval by MNOs. Requirements for special Use Cases are as follows:

Use Case	Entity Type	External Vetting Required		Vetting Partner	Approval Required	
		AT&T	T-Mobile		AT&T	T-Mobile
Agents and Franchises		No	No		Post Campaign Registration	No
Carrier Exemptions		No	TBD		Post Campaign Registration	TBD
Charity	Non-Profit only	No	No		No	No
Proxy		No	No		Post Campaign Registration	No
Emergency		No	No		Post Campaign Registration	No
Political	Non-Profit or Sole Proprietor	Yes (except 501 c4 Orgs)	Yes (except 501 c4 Orgs)	Campaign Verify	No	No
Social		Yes	TBD	Aegis WMC Global	Post Campaign Registration	TBD
Sweepstakes		Yes	No	Aegis WMC Global	Post Campaign Registration	Post Campaign Registration
Platform Free Trial		No	No		No	No
UCaaS (High and Low volume)		No	No		Pre approved CSPs only	Pre approved CSPs only

Campaign & Content Attributes

During the Campaign registration process, you will be asked to answer ‘Yes’ or ‘No’ to indicate whether the Campaign has the following attributes. Please make sure your

content attributes are correct while setting up your campaign. These fields cannot be changed, so a brand-new campaign will have to be submitted.

Example: If a customer selects "no" for the embedded link, but the sample content clearly shows links, they will need to resubmit their campaign with "yes" selected for the embedded link.

DIRECT LENDING OR LOAN ARRANGEMENT

Indicates whether the campaign include content related to direct lending or other loan arrangements

EMBEDDED LINK

Indicates whether the campaign is using an embedded link of any kind. Note that public URL shorteners (bitly, tinyurl) are not accepted

EMBEDDED PHONE NUMBER

Indicates whether the campaign is using an embedded phone number (except the required HELP information contact phone number)

AGE-GATED CONTENT

Indicates whether the campaign include any age-gated content as defined by Carrier and CTIA guidelines

Terms & Conditions

Indicates that the campaign will not be used for affiliate marketing.

Campaign Description

Explain the campaign's objectives and intended use. The campaign description must be able to tell the intended purpose of the overall messages. Your description should answer the questions:

- Who are you?
- Who do you want to reach?
- Why are you sending out messages?

Good Example: Messages aimed at customers of a car dealership service center. Appointment reminders, repair updates, satisfaction follow-up, online bill payment, and 2-way conversations.

Bad Example: Text messages are used for our team members to communicate with our customers and partners.

Why is it bad? It doesn't say who you are or what you want to communicate.

Sample Messages

You must display messages that are unique and provide examples of content you may send so we can tell what the interaction may look like. The sample messages should align with the overall campaign description. We would ideally want to see the identification of who is sending the message (a brand name or sender name), meaning it shouldn't be a generic description along with generic sample messages where the use case can't be determined without additional research. Please make sure at least one sample message has Opt-Out language.

Good examples:

- Hello John Doe, this is a reminder about your appointment with John's Car Dealership on April 2nd, 2021 at 10:00 AM. Please reply YES to confirm your attendance or NO if you are not able to make it. Let us know when you would like to reschedule your appointment. Thank you!
- Good evening Church family, we are having an in-person worship service tomorrow at 10:30 am. We will also be streaming the service over Facebook Live for those unable to attend. Reminder: tomorrow is the day to bring the donation boxes.
- Hi %FirstName%! This is Ramiro with Flowroute. We'd love to invite you to visit our booth at the upcoming Conference, which is taking place virtually and in person from Nov 9-13! Tickets are available now. There will be panels relating to voice, messaging, and 911! Register at www.flowroute.com. Will we see you at the conference this year?
- Reminder from Dr. Smiles, DDS, Hi Jim, we look forward to seeing you at 3:00 pm tomorrow for your cleaning. Reply OPTIONS for Notification Options, or STOP to disable SMS notifications.
- Visit <https://brandedurl.com/optout/> for options or reply with STOP to disable SMS notifications.

Bad examples:

- Thanks for leaving a rating on Google Business. We would like to learn more about your experience. I will contact you soon.
- I received your question. I will get back to you as soon as possible.
- There's a little favor I would like you to help me with, please.

Call to Action /Message Flow

A “Call-to-Action” is an invitation to a Consumer to opt-in to a messaging campaign. You are required to provide a clear, concise, and conspicuous description of how an end user signs up to receive messages. Opt-in must be 1 to 1, can't be shared with third parties, and can't be implied. It also can't be obscured within the Terms & Conditions and/or other agreement(s).

A Call-to-Action should ensure that Consumers are aware of:

1. the program or product description;
2. the telephone number(s) or short code(s) from which messaging will originate;
3. the specific identity of the organization or individual being represented in the initial message;
4. clear and conspicuous language about opt-in and any associated fees or charges; and
5. other applicable terms and conditions (e.g., how to opt-out, customer care contact information, and any applicable privacy policy).

Examples of a good Call-to-Action:

- Entering a phone number through a website
 - **Example:** Customers opt-in by visiting www.examplewebsite.com and adding their phone number. They then check a box agreeing to receive text messages from the example brand.
- Clicking a button on a mobile webpage
- Sending a message from the consumer's mobile device that contains an advertising keyword.
 - **Example:** Consumers opt-in by texting START to (111) 222-3333.
 - **Important:** If consumers can opt in by texting a keyword, the response should include the brand name, confirmation of opt-in enrollment to a recurring message campaign, how to get help, and a clear description of how to opt out.
- Initiating the text message exchange in which the message sender replies to the consumer only with responsive information.
- Signing up at a point-of-sale (POS) or another message sender on-site location.

- Opting in over the phone using interactive voice response (IVR) technology.
 - **Example:** "Flowroute: You are now opted-in to our platform notifications. For help, reply HELP. To opt out, reply STOP"

START / Opt-In Response Message

When consumers text in a keyword, the response should include the Brand Name, confirmation of Opt-In enrollment to a recurring message campaign, how to get help, and a clear description of how to opt-out.

Good Example: "[Brand Name]: You are now opted-in. For help, reply HELP. To opt-out, reply STOP"

STOP / Opt-Out Response Message

The response to the STOP keyword may include the Brand name but should include an acknowledgement of opt-out request and confirmation that no further messages will be sent.

Good Example: "[Brand Name]: You are now opted-out and will receive no further messages."

HELP Response Message

The response to HELP keyword may include the Brand name and additional support contact information.

Good Example: "[Brand Name]: For help, email support@example.com. To opt-out, reply STOP"

Most common rejection reasons

- Call to Action (CTA)
- Opt-out message
- SHAFT-C content
- Lack of a website or online presence
- Non-compliance with Know Your Customer (KYC) guidelines
- Lead generation/Affiliate Marketing

Call to Action

We often see campaigns rejected for an insufficient Call to Action (CTA) section. This section should contain a clear and concise description of how an end user signs up to receive messages. Opt-in must be 1 to 1, can't be shared with third parties, and can't be implied. It must be clear, conspicuous, and can't be obscured within the terms & conditions and/or other agreement(s).

Opt-out message

Acceptable opt-out language must include at least one of the following words: end, stop, unsubscribe, or arret (French). If you're using an opt-out phrase, it must be separated by spaces (i.e., STOP2END is not acceptable; it should be STOP 2 END). Please ensure that at least one of your sample messages includes an opt-out.

Example: "[Insert Business Name:] You have an appointment for Tuesday at 3:00 PM, reply YES to confirm, NO to reschedule. Reply STOP to unsubscribe."

SHAFT-C content

The following types of content are not allowed on 10DLC: Sex, Hate, Alcohol, Firearms, Tobacco (cannabis, CBD, etc.)

- Please note: This content is not allowed to be on the customer's website at all.
- Example: If a chiropractor's office has CDB Oils on its website, this is prohibited, and the campaign will be denied, even if not directly related to CBD marketing.

Lack of a website or online presence

Please make sure to include any website or online presence the customer has. This can include a social media page, as long as our aggregator can access it and verify the business is who they say they are. Even if the customer avoids putting their website, our aggregator will search for the business to see if there's any associated website. If there's prohibited content on their website, the campaign will be rejected.

Non-compliance with Know Your Customer guidelines

Make sure you're following proper Know Your Customer (KYC) guidelines for the campaign. The brand needs to reflect who will be sending the message to the customer, not the software behind the delivery.

Remember that the **brand is the message sender**. The Employer Identification Number (EIN) and company information should reflect the message sender, not you as the reseller.

Lead Gen / Affiliate Marketing

Lead generation and affiliate marketing are not allowed over 10DLC.

Inappropriate Use Cases

Due to high volumes of consumer complaints, messages containing the following content are not appropriate and is not allowed over 10DLC and campaigns related to these will be rejected.

1. Social marketing
2. Collections
3. Financial services, whether account notifications, marketing, collections, or billing for:
 - a. High-risk/subprime lending/credit card companies
 - b. Auto loans
 - c. Mortgages
 - d. Payday loans
 - e. Short-term loans
 - f. Student loans
 - g. Debt consolidation/reduction/forgiveness
4. Insurance
 - a. Car Insurance
 - b. Health Insurance
5. Gambling, Casino, and Bingo
6. Gift cards
7. Sweepstakes
8. Free prizes
9. Investment opportunities
10. Lead generation
11. Recruiting
12. Commission programs
13. Credit repair
14. Tax relief
15. Illicit or illegal substances (including Cannabis)
16. Work from home
17. Get rich quick scam
18. UGGs and RayBan campaigns

- 19. Phishing
- 20. Fraud or scams
- 21. Cannabis
- 22. Deceptive marketing
- 23. SHAFT: Sex, Hate, Alcohol, Firearms or Tobacco

Tips and Best Practices:

Campaigns are being reviewed manually by the DCA. Due to the manual nature of the 10DLC vetting process, it increases the time it takes for campaigns to be ready for 10DLC traffic, so **please plan accordingly and register as early as possible**. We expect delays of several days for the initial review of a campaign, but it could be longer.

Do...	Don't...
<ul style="list-style-type: none"> • Comply with the guidelines outlined in this article. Non-compliance will result in a declined campaign. • Provide complete information and verify that content attributes are accurate prior to sharing the campaign with your DCA. • Include opt-in and opt-out language (when applicable). When a phone number is collected via a website, the brand should also disclose the privacy policy/terms of use. 	<ul style="list-style-type: none"> • Include a non-working website. • Provide content attributes that don't match the other fields entered in TCR (embedded phone number or link, debt reduction program) • Use sample messages, campaign description, or website/brand information that are inconsistent with each other. Sample message entries match and make sense for the website and/or brand.