



## 10DLC Brand & Campaign Approval Essentials

This guide offers examples of the key vetting criteria needed for campaign approval. The manual review process will increase the time it takes for campaigns to be ready for 10DLC traffic so please plan accordingly and register **as early as possible**.

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### Pre-Registration Guidelines

These factors are critical for a successful registration process, so addressing them thoroughly can help avoid rejections:

- **Prohibited Content:** Including content that falls under ineligible use cases will result in denial.

- **KYC (Know Your Customer) Issues:** The registration must accurately reflect the brand, and registration details must correspond to the sender, not the reseller.
- **Lead Generation/Affiliate Marketing:** Collecting or selling consumer information for leads. This practice is strictly prohibited for 10DLC.
- **Website Compliance:** Missing or non-compliant opt in language, privacy policies, or terms of service can negatively impact your registration.
- **Inadequate Opt-In Process:** Not having a clear and compliant opt-in process for consumers can result in rejection
- **Insufficient Use Case Description:** Not clearly defining how the messages will be used may lead to rejection.
- **High-Risk Industry:** Industries like **financial services, real estate and insurance** may undergo additional scrutiny and face higher rejection rates

## 1. Phone Number and Email

- **Phone number:** contact number of the person managing the messaging for the brand being registered.
- **Email Address:** a company email address associated with the brand, preferably a company email domain (e.g., [contact@yourcompany.com](mailto:contact@yourcompany.com)) that matches the brand being registered.

## 2. Website/Online Presence

To comply with 10DLC regulations, businesses must have a legitimate, well-established website that meets all necessary criteria. A website is essential for 10DLC campaign approval, as it serves as a key verification tool for the Direct Connect Aggregator (DCA), or “aggregator” to confirm the business’s legitimacy and compliance. The aggregator will review the website to ensure it aligns with the brand and campaign content. Without a website, the campaign will be rejected.

**Note:** An online presence (such as Facebook, Instagram, etc.) will **ONLY** be acceptable if the brand does not have an official website.

	Acceptable	Rejected
<b>Website</b>	<ul style="list-style-type: none"> <li>• The website must be <b>working and secure with a valid SSL certificate and</b> must match the company's brand name.</li> <li>• <b>SMS Disclosure/Opt in language on Web Forms:</b> Websites with forms asking for phone numbers must include</li> </ul>	<ul style="list-style-type: none"> <li>• A website that lands on a domain parking site (e.g., GoDaddy, Wix, or others)</li> <li>• A website that is an empty placeholder (or a “coming soon” site)</li> <li>• The use of <b>free websites or AI-generated websites</b> is</li> </ul>

	<p>a clear SMS disclosure on <b>ALL</b> forms, regardless of whether the number will be used to contact consumers via SMS.</p> <ul style="list-style-type: none"> <li>• <b>Privacy Policy:</b> The website must have a complete, comprehensive, clear, and accessible privacy policy that outlines how customer data is collected, used, and protected.</li> <li>• <b>Privacy Policy</b> must be clear that consumer Personally Identifiable Information (or PII) will not be shared or sold to third parties for the purpose of marketing.</li> <li>• <b>Terms and Conditions:</b> The website must include a section in their Terms and Conditions (T&amp;C) or Terms of Service (TOS) dedicated to SMS Communication. This section should detail the program description, or the types of messages consumers might receive, the frequency of texts, notifications regarding message and data rates, any associated costs, the privacy policy, opt-out instructions, and other pertinent terms of use.</li> </ul>	<p>prohibited. This restriction is in place because such sites may be used to bypass the requirements for having a fully operational and established website.</p> <ul style="list-style-type: none"> <li>• An <b>incomplete privacy policy</b> that only discloses how information is shared with third parties may be rejected.</li> <li>• <b>Prohibited Content:</b> Websites containing illegal, explicit, or otherwise prohibited content will lead to campaign rejection. This includes adult content, illegal substances, gambling, and other restricted materials.</li> <li>• <b>Popups</b> are not a method for displaying terms and conditions or SMS disclosure</li> <li>• <b>Poor Quality or Broken Links:</b> Websites with technical issues, such as broken links, slow loading times, or significant errors, may not be approved as they undermine the campaign's credibility.</li> <li>• <b>Unverified or Untrusted Domains:</b> Websites with untrusted or suspicious domains, such as those with a poor reputation or flagged for spam, are likely to be rejected.</li> <li>• <b>Lack of Business Relevance:</b> Websites that do not relate to the business or brand being promoted can be a cause for rejection. The site should clearly support the campaign's content and objectives.</li> </ul>
<p><b>Facebook, Instagram</b></p>	<ul style="list-style-type: none"> <li>• Brand is clearly identified (meaning the brand name or DBA is the same as what</li> </ul>	<ul style="list-style-type: none"> <li>• If the company's website that collects phone numbers is</li> </ul>

<p><b>and other online presence</b></p>	<p>appears on their social media). Best if the email address and phone number in the Brand details also match, if at all possible.</p> <ul style="list-style-type: none"> <li>• A more established social media presence will be more likely to be approved than something that was more recently launched</li> <li>• Social media page should be made public</li> <li>• If a brand is using a <b>Facebook</b> page, it must have a privacy policy posted. Facebook pages have a designated field where brands can add a link to their privacy policy.</li> <li>• All social media sites must have a way to display their Privacy Policy</li> </ul>	<p>listed or mentioned on the customer’s social media page, the DCA will check it and reject the campaign. The primary business website must be used.</p> <ul style="list-style-type: none"> <li>• Private page</li> <li>• Newly established online presence may be rejected</li> </ul>
<p><b>LinkedIn</b></p>	<ul style="list-style-type: none"> <li>• LinkedIn page should be a company listing – not an individual</li> <li>• LinkedIn page should be made public</li> <li>• The ‘About’ portion of the company listing should have enough information to fully vet the campaign for the brand, including Privacy Policy links as well as a fully compliant SMS Disclosure.</li> </ul>	<ul style="list-style-type: none"> <li>• The 'About' section of the company page doesn't have enough information</li> <li>• Private page</li> <li>• Use of personal LinkedIn profiles in lieu of a business profile will result in rejection.</li> <li>• No SMS disclosures and Privacy Policy</li> </ul>
<p><b>Yelp</b></p>	<ul style="list-style-type: none"> <li>• Make sure your link to the business page for Yelp can be viewable in all regions and you should include an appropriate SMS Disclosure and Privacy Policy, somehow for your business.</li> </ul>	<ul style="list-style-type: none"> <li>• No SMS disclosures and Privacy Policy</li> </ul>
<p><b>Profile Sites</b></p>	<ul style="list-style-type: none"> <li>• These are sites that are sometimes used for professionals that will provide general information about that professional</li> <li>• Common with physicians, medical, and occasionally legal professionals, these sites provide general information about the professional in question.</li> <li>• There will need to be a way to also provide a compliant SMS Disclosure and Privacy Policy link (or statement) for the business.</li> </ul>	<ul style="list-style-type: none"> <li>• No SMS disclosures and Privacy Policy</li> </ul>

### 3. Privacy Policy

**This is required for all 10DLC messaging campaigns.** The policy must make it clear that a consumer's Personally Identifiable Information (or PII) will not be shared, sold or rented to third parties for the purpose of marketing.

**Notes for online presence:** Some small businesses do not have a website but use a business social media presence instead. In those cases, you should create a post with both the full SMS disclosure and a Privacy Policy link or actual text of a short Privacy Policy. You can make that social media post "sticky" so that it always appears at the top of the social media presence for this business. Another option is to link it in the "About" section (applies to Facebook). Privacy Policies can be in a linked Google documents or written out in the social media post.

### 5. Terms and Conditions/ Terms of Service

This is **required for all 10DLC messaging campaigns.** Comprehensive terms and conditions can either be presented in full within the call-to-action (CTA) or SMS disclaimer on webforms or provided via a link near the CTA. Pop-ups cannot be used to display terms and conditions.

The Terms and Conditions **must** include:

- Program (brand) name
- Message frequency disclosure
- Product description
- Customer care contact information
- Opt-out information
- "Message and data rates may apply" disclosure.
- A link to the Privacy Policy

## 6. Campaign Description

Explain the campaign's objectives and intended use. The campaign description should clearly explain for what purpose the messaging is being used by the company.

Your description should answer the questions:

- Who you are
- Who do you want to reach

If you choose Use Cases that have sub-categories, such as "Low Volume Mixed", you will be required to pick at least two, and a maximum of five, sub-categories from the ones listed on the form.

## 7. Sample Messages

- The sample messages should show the kind of messages that would be sent by the campaign.
- These should be specific to the campaign's intended use and not a generic set of messages that have nothing to do with the use case.
- You must provide samples that are different from each other and give examples of what you might send so that the DCA can see how the exchange might look.
- If you chose Use Cases that have sub-categories, such as "Low Volume Mixed", you will need to provide sample messages for each of the sub-categories you chose.
- Ensure each message is relevant to your chosen use case and reflects typical communication scenarios for your campaign.
- Maintain consistency in message content with what was registered to prevent campaign drift and avoid your campaign from being blocked or suspended.

## 8. Campaign and Content Attributes

Please make sure your campaign and content attributes are correct while setting up your campaign. Select "**No**" for any option that doesn't apply to the type of content you're sending. If you choose "**Yes**," please review each attribute thoroughly.

<b>Embedded Link / Phone Number</b>	<ul style="list-style-type: none"><li>• If your messages include a link (e.g., to your website) or phone number.</li><li>• If you choose "<b>YES</b>" for embedded links, provide a sample in the designated field. <b>Note that public URL shorteners (e.g., bit.ly) are not allowed; brand-specific shorteners will be reviewed individually.</b></li></ul>
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<p><b>Direct Lending or Loan Arrangement</b></p>	<ul style="list-style-type: none"> <li>• The brand offers or arranges any type of loans or financing, including third-party financing. For instance, auto sellers that provide or arrange financing should also select “<b>YES.</b>”</li> <li>• Businesses such as auto sellers, vehicle dealerships, window companies, and HVAC dealers to name a few often provide or arrange financing, even if it's not their primary business. In these cases, check this attribute as “<b>YES.</b>”</li> </ul>
<p><b>Age-Gated Content</b></p>	<ul style="list-style-type: none"> <li>• Select “<b>YES</b>” if the SMS content is intended for consumers of legal age. Businesses must ensure that individuals are verified and meet the age requirements before they can opt-in to receive text messages.</li> <li>• The following content are age restricted and can be <b>accepted</b> with proper age-gating procedures: <ul style="list-style-type: none"> <li>○ Alcohol</li> <li>○ Tobacco</li> <li>○ Firearms</li> </ul> </li> <li>• The age-gate mechanism must verify the consumer's date of birth both during the opt-in process for consent and upon entering the website.</li> <li>• The following types of content are <b>strictly prohibited</b>, regardless of age-gating measures: <ul style="list-style-type: none"> <li>○ <b>CBD based products:</b> This includes CBD oils, tinctures, edibles, topicals, vapes, patches, skincare products, beverages, and similar items.</li> <li>○ <b>Cannabis and Other Illegal Substances:</b> This applies to both recreational and medical cannabis, even in areas where it is legal, as well as any other illegal substances.</li> </ul> </li> </ul> <p><b>Please note:</b> Non-acceptable age gating function includes but is not limited to Yes or No responses.</p>

## 9. Call-to-Action (CTA) / Message Flow:

A "Call-to-Action" is an invitation to a Consumer to opt-in to a messaging campaign. Its purpose is to describe how recipients of text messages via this campaign consent to receive these messages. In other words, how **those numbers were acquired will need to be disclosed**. The key point here is to be accurate and descriptive.

The main goal of a CTA is to ensure that consumers consent to receive text messages and fully understand the nature of the messaging program.

This information may be available on the website, however, the DCA now requires it to be included in the CTA, along with the explanation on how consent is obtained. If multiple methods are used to obtain opt-in, the CTA for **EACH** method must include this language.

- 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)

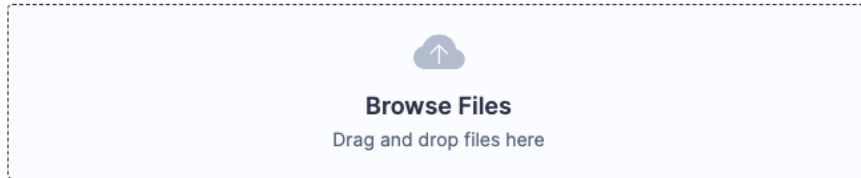
### Consent Options:

1. **Implied Consent:** If the consumer initiates the text message exchange, and the business responds solely with relevant information, no verbal or written consent is required. Since the consumer initiated the contact, no additional permission is necessary.
  - The workflow must clearly state that the customer is initiating contact with the business via text message to opt-in for text message communication.
  - Must specify how or where the brand's phone number was listed or advertised, prompting the consumer to initiate contact with the Brand (e.g., via an advertisement on a website, calling card, flyers, etc.).
  - The first message must always be sent by the consumer.
2. **Express Consent:** Consumers must provide explicit consent before the brand sends them a text message. This consent can be given via text, through a form, on a website, verbally, or in writing.
  - a. **Keyword:** The customer opts in by texting a specific keyword to a designated phone number. The workflow must include both the exact keyword and the designated phone number, ensuring all details are clearly provided.



- b. **Form:** The customer provides consent by completing a form, either electronic or on paper. This form can be uploaded in the Multimedia Upload section of the campaign.

CTA (Call-to-Action), Privacy Policy and/or Terms and Conditions Multimedia Upload



Upload any supporting information for Opt in, Call-to-action, Terms and Conditions, Privacy Policy, etc. You can upload maximum file size of 10MB with a maximum of 5 supporting files per campaign. NOTE: Not intended for MMS sample messages.

If the form is not available, it's important to clearly outline the process in the call to action. Make sure to explain what the customer is signing up for, the terms of service, purpose of consent, and how their information will be used.

- c. **Webform:** customers can opt-in through a webform, which must adhere to specific compliance requirements:
  - i. If the opt-in occurs on a webpage other than the main page, the specific URL where the opt-in takes place should be provided.
  - ii. The exact location on the site where the opt-in happens must be clearly indicated, along with the appropriate opt-in language. For example: *"Customers can opt in through the main website form, located at the bottom of the page."* If there are multiple sites, it also needs to be stated in the CTA.
  - iii. If the website uses a pop-up form for opt-in, it should be specified that a pop-up will appear for customers to opt-in to receive text message communications.
  - iv. The SMS disclosure must have the following elements:
    1. Brand Name
    2. Program description (meaning the type of messages that are being sent to end-users)
    3. "Message and data rates may apply..." disclosure.
    4. Instruction on how to Opt-Out of messaging.
    5. Message frequency (number of messages / month/week/etc., or message frequency varies, or recurring messages)
    6. A link to the Privacy Policy and Terms & Conditions.
  - v. **SMS disclosure should be specific to text messages ONLY;** email and phone calls should have separate checkboxes and disclaimers
    1. if the numbers obtained from the web forms will not be used to contact consumers via SMS, add clarifying language in the disclosure form:

- a. Ex: “Phone numbers provided in this form will not be used for texting.”
  - vi. The SMS disclosure must be clearly visible and not obscured in the privacy policy or terms of service.
  - vii. If you're providing both marketing and non-marketing SMS options, they shouldn't be combined into the same checkbox. Marketing should remain separate from other programs
  - viii. Include an optional checkbox alongside the SMS Disclaimer. Users must be able to submit their information without having to check the box.
  - ix. Ensure the Privacy Policy and Terms of Service (TOS) are hyperlinked.
  - x. Separate checkboxes and disclaimers for email and phone calls (if applicable)
- d. **Verbal:** Customers may have the option to provide verbal consent. For this type of opt-in, the process should clearly outline the situations in which the customer is providing their consent. This may occur during a phone call or in person.

**Note:** Upload a transcript of how you ask for consent during conversations.

**Note:** If there are multiple methods for collecting consent, the process for each method must be detailed in the CTA.

The requirements in this article have always been included in the [CTIA Messaging Principles and Best Practices](#), but the DCA did not require compliance with certain items, so campaigns were approved. Now, the DCA and MNOs have begun strict implementation in accordance with CTIA guidelines.