CarrierX Messaging

CarrierX Messaging Guidelines

Mobile carriers have ever stricter requirements for sending SMS and MMS messages to consumers. This document provides guidelines to follow as you are planning your messaging campaigns and seeking approval.

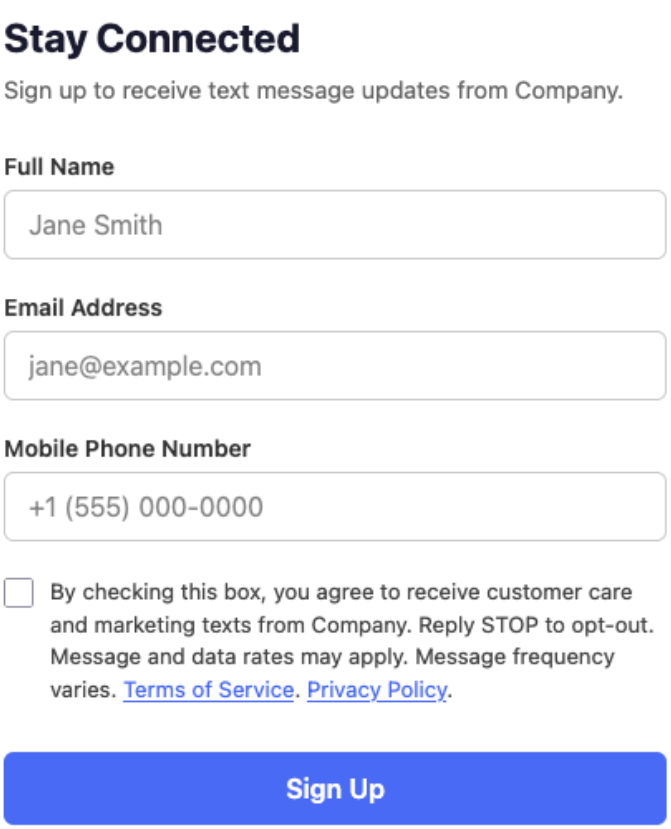
Opt-In

Consumers must explicitly opt-in to receive messages before a company can send messages to that consumer's mobile phone. There are several specific elements that must be included in the opt-in.

- Program or brand name and campaign description. The campaign description should include all types of messages you intend to send. If sending marketing messages, the description must identify 'marketing' or 'promotions' in the description. Example: "you agree to receive account notifications and marketing texts from Company"
- Message frequency – can be "Message frequency varies"
- "Message and data rates may apply"
- Opt-out information – for example "Text STOP to unsubscribe." This can appear in the T&C's instead
- Complete Terms and Conditions or link to T&C's
- Privacy Policy or link to privacy policy
- If collecting a phone number with the opt-in, the phone number field cannot be a required field. The idea is that requiring the phone number is tantamount to forced opt-in.
- The opt-in must be for messages only – the same opt-in (checkbox, slider, etc.) cannot be used to opt-in to email or phone calls for instance. The only exception is 2FA which **requires** a second method of authentication; messaging cannot be the only option.

It is not sufficient to include language in a Terms of Service or similar document, nor may you send a message asking someone to opt-in.

Example Opt-In



Opt-In/Opt-Out/Help Messages

You are required to respond to two types of messages, HELP and STOP. Additionally, you can respond to an Opt-In such as START, RESTART or UNSTOP.

Help

If a consumer sends you 'HELP' or similar, you are required to respond with:

- Company name
- Phone number, email address, or website where a consumer can get help
- Instructions for stopping future messages
- Message Frequency
- Data and message rates may apply.

Example Help Response

Example Co: Visit example.com/help or call (212)555-1212 with questions. STOP to unsub. Message frequency may vary. Data&msg rates may apply.

Opt-Out

If a consumer sends you 'STOP', 'QUIT', 'UNSUBSCRIBE', or similar, you are required to stop sending messages to the consumer. You can reply with a message to tell them they are unsubscribed and how to resubscribe, but no messages after that unless they re-opt-in.

Example Opt-Out Response

Example Co: You have been unsubscribed and will no longer receive messages. Reply 'UNSTOP' to resubscribe.

Opt-In

Optionally, consumers can opt-in to a messaging campaign by sending a message such as 'OPTIN', 'START', 'RESTART', 'UNSTOP', or whatever is appropriate for your campaign. You can reply with a confirmation message that includes

- Brand name
- Program/product description
- How to request help
- Frequency of messages
- Instructions for stopping future messages
- Data and message rates may apply.

Example Opt-In Response

Example Co: Account summaries. Reply 'HELP' for help. Reply 'STOP' to unsubscribe. You'll receive monthly updates. Msg&data rates may apply.

Identify the Company

You should include the name of your company in virtually all messages. The only exception should be if a company representative is in a conversation with the consumer. Otherwise, it is best to identify the company every time you message the consumer.

Terms of Service

Mobile carriers require a Terms of Service (or Terms of Use) with specific language that describes the message campaign. It must include:

- Program name
- Product description
- Frequency of messages – need not be specific, but must be accurate
- 'Standard message and data rates may apply' – this exact phrase
- Opt-in will not be shared with any third party
- Reply STOP to unsubscribe
- Reply HELP for help or whatever you include in your HELP response

Privacy Policy

Mobile carriers require an up-to-date Privacy Policy that protects consumers' information and must comply with applicable privacy laws.

If privacy policy already provides for data sharing or selling to nonaffiliated third parties, it needs to clarify that such data sharing or selling will not include a customer's SMS opt-in data or consent status (because explicit, one-to-one consent is required for SMS). If privacy policy does not currently mention data sharing, you need to insert a similar clarification that you will not share SMS opt-in or consent status for non-service-related purposes.

Example: " We do not share your phone number or messaging opt-in status with third parties, except as required by law or as part of our services to deliver messages securely and efficiently."

CARRIER X

Messaging Registration Form

Please fill out the following and return to CarrierX. There are two sections to be completed. One section is required for the brand (the company or organization) and one section is for the campaign. It is necessary to submit a separate request for each campaign or use case.

Required fields are marked (*). If **any** required fields are missing, we will not be able to process your request.

Brand Details			
1. **Legal Company Name** *			
2. **DBA or Brand Name** * If different from legal name			
3. **Type of Company** *	-- Select One --		
4. **Tax Number / ID / EIN** *			
5. **Alternate Company ID**	DUNS:	GIINS:	LEI:
6. **Address** *	Address:		
	City:	State:	Zip:
7. **Website / Online Presence** *			
8. **Stock Information** If publicly traded	Symbol:	Exchange:	
9. **Vertical** *	-- Select One --		
10. **Business Contact** *	First Name:	Last Name:	
	Email:	Mobile Phone:	
11. **Support Contact** *	Email:	Phone:	

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Campaign Details

1. Campaign Type *	-- Select One --
2. Campaign Description * Full description	
3. Call-to-Action / Message Flow * This field should describe how a consumer opts-in to the campaign, therefore giving consent to the sender to receive their messages. The call-to-action must be explicitly clear and inform the consumer of the nature of the program. If multiple opt-in methods can be used for the same campaign, you must list them all. Please include screenshots of all website/application opt-ins.	
4. Call-to-Action URL * If the URL is not on the site home page.	
5. Terms of Service URL * If full text is not included in the CTA.	
6. Privacy Policy URL * If full text is not included in the CTA.	
7. Sample Messages * Include 1 for each type. Send media separately.	

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Campaign Details Continued

8. Subscriber Opt-In * The response to the OPTIN keyword. Must include: • Brand name • Campaign description • Support contact information (email or phone) • message frequency • "Msg&data rates may apply"	Required **Keywords:** **examples: UNSTOP, OPTIN** **Opt-In Response:**
9. Subscriber Opt-Out * The response to the STOP keyword must include the Brand name, an acknowledgement of opt-out request and confirmation that no further messages will be sent.	Required **Keywords: STOP** **Opt-Out Response:**
10. Subscriber Help * The response to HELP keyword. Must include: • Brand name • Campaign description • Support contact information (email or phone) • message frequency • "Msg&data rates may apply"	Required **Keywords: HELP** **Help Response:**
11. Number Pooling * 50+ numbers	-- Select One --
12. Direct Lending or Loan Arrangement *	-- Select One --
13. Embedded Link * Public URL shorteners (bitly, tinyurl) not permitted	-- Select One --
14. Embeded Phone Number * Except the require HELP contact phone number	-- Select One --
15. Age Gated Content *	-- Select One --

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Campaign Details Continued	
16. I confirm that this campaign will not be used for Affiliate Marketing *	☐