10DLC Policy Notification

Maintaining consumer trust is the biggest challenge in business messaging today; it is also our biggest opportunity for customer engagement. Consumers expect to receive wanted and personalized communications when and where they need them, while still being protected from spam and dangerous phishing messages.

Here at **Copper Canyon Communications**, we aim to support messaging as a high engagement channel. Sending messages through a trusted platform like ours ensures you can depend on:

- **High message deliverability:** Your customers can depend on every message reaching its destination when they expect it.

- **Sustained engagement from end users:** You can depend on 10DLC as a channel with higher response rates than nearly any other channel.

- **A strong reputation with carriers:** Your business continues to be viewed as a strong ecosystem partner who prioritizes the trust of consumers.

In a continued effort to maintain a high messaging deliverability ecosystem, we are updating our systems and policies to proactively identify and block messages in violation of the Mobile Network Operator's A2P/10DLC Policy. And we plan to block these messages before they reach your carrier network.

What is 10DLC?

10DLC is now the sanctioned standard for business-to-customer text messaging using a traditional 10-digit phone number.

Did you know that simply texting 'hello' from **Copper Canyon Communications'** Mobile App to another off-net SMS recipient is considered A2P messaging traffic? That's because all Copper Canyon Communications messaging traffic terminates through an A2P business messaging

gateway. This means it's not technically possible to originate P2P (Person to Person) traffic on the Copper Canyon Communications network.

What is A2P / 10DLC?

A2P vs P2P Messaging

- **P2P (Person to Person)** – the subscriber is billed directly by the carrier (e.g., your personal cell phone).

- **A2P (Application to Person)** – messaging between a business and a consumer. Copper Canyon Communications' traffic terminates through an A2P business messaging gateway, making all messages sent from Copper Canyon Communications (or similar providers) A2P.

10DLC (10 Digit Long Code)

In contrast to SMS short codes:

- In 2018, the FCC deregulated SMS messaging, classifying it as a data service.

- In 2020, mobile network operators (MNOs) began launching 10DLC programs based on CTIA guidelines to reduce unwanted consumer messages.

- This compliance framework is referred to as **A2P/10DLC** and applies to **all A2P messaging providers** in the U.S. and Canada.

Who Regulates It?

Unlike other compliance mandates regulated by the FCC, **A2P/10DLC** is managed by **mobile network operators (MNOs)**. These operators appointed **The Campaign Registry (TCR)** to manage brand and campaign registration for businesses.

The TCR's vetting process determines the message throughput allowed by the MNOs.

When Did the Regulations Take Effect?

They are already in effect. Important enforcement notes:

- Copper Canyon Communications is blocking outbound SMS traffic from any number not registered for 10DLC.

- Bandwidth (our SMS carrier) will not support delivery issue troubleshooting on unregistered numbers.

Effective March 1, 2023:

- SMS/MMS messages sent to U.S. or Canadian numbers that violate 10DLC policy will be **blocked before reaching the carrier network** and returned with an error.

- API response headers will include: *Message Submitted. Pending content verification for US/Canada destination numbers.*
  This **won't delay message delivery**—you'll only receive an error if a message is rejected.

What's Next for You?

- **Review Copper Canyon Communications' Acceptable Use and Messaging Policies.** Ensure compliance with all directives.

- **Updated Terms Notification:** Copper Canyon Communications is updating its Messaging and Privacy Policies to state that we proactively block messages in violation of our Acceptable Use Policy. Continued use of our messaging services constitutes acceptance. To opt out, contact us in writing, by phone (**928-263-6763**), or discontinue service.

- **Review your own policies** and confirm your customer consents meet legal requirements.

- **If you're an ISV**, ensure your business customers also comply with the changes.

- **Review your applications.** Though no negative impact is expected, have your developers review API changes as a precaution.

Important Note

Customers with an approved **Business Associate Agreement (BAA)** will remain exempt from proactive message content identification due to HIPAA privacy restrictions. However, content will still be subject to review in cases of:

- Carrier or consumer complaints

- High error rates

- Other risk indicators

We are committed to keeping you updated on industry best practices, compliance, and evolving standards to ensure high message deliverability and consumer safety. Thank you for helping us maintain a trusted messaging environment.

If you have any questions or need assistance, please contact us at service@copperccaz.com or call 928-263-6763.

Sincerely,
Team Copper Canyon Communications