# A2P/10DLC Brand & Campaign Registration Form

By completing the form below, you are verifying the information is accurate and true. The information provided will be submitted to the "The Campaign Registry" (TCR), an independent Reputation Authority chosen by Mobile Network Operators (MNOs) to collect Brand and Campaign data to allow for transparency on the 10DLC network.

**Instructions:** If answering yes/agree, enter an 'X' in the highlighted area. Example: (X)

**Do you need to create a Brand ID for your company?**

( ) Yes

( ) No, I already have a Brand ID with the Campaign Registry, MY BRAND ID is: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Go to [Part II](https://usc-word-edit.officeapps.live.com/we/wordeditorframe.aspx?new=1&ui=en-US&rs=en-US&wdenableroaming=1&mscc=1&wdodb=1&hid=720961A1-701F-6000-D9CB-B1BB826B02EB.0&uih=sharepointcom&wdlcid=en-US&jsapi=1&jsapiver=v2&corrid=c0fb8ed2-66ae-11ab-4d92-027d2720058b&usid=c0fb8ed2-66ae-11ab-4d92-027d2720058b&newsession=1&sftc=1&uihit=docaspx&muv=1&cac=1&sams=1&mtf=1&sfp=1&sdp=1&hch=1&hwfh=1&wopisrc=https%3A%2F%2Fbcmone-my.sharepoint.com%2Fpersonal%2Fedagsan_skyswitch_com%2F_vti_bin%2Fwopi.ashx%2Ffiles%2Fa81a21ea89f443bab1eba2833b254d37&dchat=1&sc=%7B%22pmo%22%3A%22https%3A%2F%2Fbcmone-my.sharepoint.com%22%2C%22pmshare%22%3Atrue%7D&ctp=LeastProtected&rct=Normal&wdorigin=DocLib&wdhostclicktime=1730845231231&wdredirectionreason=Unified_SingleFlush#2cvqlnr3f9cn) of this document.

## PART I - Brand Information & Details

*You may skip Part I if you have previously submitted your business details using this form.*

This is where you collect information about the company that owns the numbers being used in the messaging program. If you are a partner filling out this form for your customer, then your customer (not your business) is considered the “brand”.

**Legal Company Name \*Required**

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The company or entity the End Customer believes to be sending the message. Legal name must match IRS records

**DBA or Brand Name (If different for legal name)**

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**Country of Registration \*Required**

( ) United States

( ) Canada

**What type of legal form is the organization? \*Required**

( ) Publicly Traded Company

( ) Private Company

( ) Charity/Non-profit Company

( ) Government

**Business Contact Email Address:**

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Required for Publicly Traded Company. Brand's business contact will need to complete a Two-Factor Authentication (2FA) sent to their email address for brand verification.

**Stock Symbol (Leave Blank if not applicable)**

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This is required for public entities.

**Stock Exchange (Leave Blank if not applicable)**

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This is required for public entities.

**EIN Number / Business Number \*Required**

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For US, enter the IRS tax identification number (EIN) / For Canada, enter the first 9 numeric digits of the Business Number (BN). Sample:123456789 RT 0001 - just drop the RT 0001

**GIIN or LEI Number (Leave Blank if not applicable)**

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These are “alternative Business IDs”. This is a complementary and optional field to help better identify the brand.

**Legal Business Address \*Required**

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Street Address

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Street Address Line 2

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City State/Province

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Postal / Zip Code

**Website / Online Presence (e.g. LinkedIn, Facebook, Yelp Review page, etc.) \*Required**

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***IMPORTANT:***

***Either the brand’s company website or online presence must include:***

* *A complete, comprehensive, clear, and accessible* ***Privacy Policy*** *that outlines how customer data is collected, used, and protected.*
* *A section in their* ***Terms and Conditions (T&C) or Terms of Service (TOS)*** *dedicated to SMS Communication.*

* *If linking to a company website, make sure:*
  + *It is a working and secure website with a valid SSL certificate.*
  + *The URL matches the company's brand name.*
  + *Also, any forms asking for phone numbers MUST include a clear SMS disclosure on ALL forms, regardless of whether the number will be used to contact consumers via SMS.*

**Privacy Policy Link \*Required**

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Enter link to the privacy policy hosted online.

***IMPORTANT:***

* *A Privacy policy is required for all 10DLC messaging campaigns.*
* *The Privacy Policy MUST make clear that consumers’ Personally Identifiable Information (or PII) will not be shared, rented or sold to third parties for the purpose of marketing.*

**Terms and Conditions Link**

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Enter link to the terms and conditions if hosted online.

***IMPORTANT:***

* *The Terms & Conditions (T&C) or Terms of Service (TOS) section should include the following:*
  + *Program (Brand) name*
  + *Product description, or the types of messages consumers might receive (be very detailed)*
  + *Message frequency*
  + *The “Message and data rates may apply” disclosure*
  + *Opt-out instructions*
  + *Customer Care Contact Information, or where/ how the end user contacts the brand if they need help*

**Vertical Type (Select the industry market which best fits your business space) \*Required**

( ) Agriculture

( ) Media and Communications

( ) Construction, Materials, and Trade Services

( ) Education

( ) Energy and Utilities

( ) Entertainment

( ) Financial Services

( ) Gambling and Lottery

( ) Government Services and Agencies

( ) Healthcare and Life Sciences

( ) Hospitality and Travel

( ) HR, Staffing, and Recruitment

( ) Insurance

( ) Legal

( ) Manufacturing

( ) Non-Profit Organization

( ) Political

( ) Postal and Delivery

( ) Professional Services

( ) Real Estate

( ) Retail and Consumer Products

( ) Information Technology Services

( ) Transportation and Logistics

**Contact Name \*Required**

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First Name Last Name

**Contact Phone Number \*Required**

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Please enter a valid phone number - Format: (000) 000-0000

**Contact Email \*Required**

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[example@example.com](mailto:example@example.com)

PART II - In the section below, declare a Single Use Case for the campaign you are registering for in this form.

**Instructions:** If answering yes/agree, enter an 'X' in the highlighted area. Example: (X)

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). Declare a single use case for the campaign you're registering in this form.

Most companies can be served by 'Low Volume Mixed' use case, which includes less than 2,000 messages per day or 75 Texts Per Minute. 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.

**Use Case (Select One) \*Required**

( ) **Low Volume Mixed** - Small throughput, any combination of use-cases. Examples include Small Businesses (Pizza Shops, Insurance, Salons, IT Business, 2FA, Light customer communications less than 2,000 messages per day or 75 Texts Per Minute). (Standard)

( ) **2FA** - Any authentication, verification, or a one-time passcode. (Standard)

( ) Account Notification - Standard notifications for account holders, relating to and being about an account. (Standard)

( ) **Customer Care** - All customer interaction, including account management and customer support. (Standard)

( ) **Delivery Notifications** - Information about the status of the delivery of a product or service. (Standard)

( ) **Fraud Alert Messaging** - Messaging regarding potentially fraudulent activity on an account. (Standard)

( ) **Higher Education** - Campaigns created on behalf of Colleges or Universities. It also includes School Districts and educational institutions that fall outside of any "free to the consumer" messaging model. (Standard)

( ) **Machine to Machine - (M2M)** is a process that implies wireless communication between two or more physical assets. There is no human interaction in the Machine to Machine Campaign. Subscriber-facing campaigns are prohibited. (Standard)

( ) **Marketing** - Any communication with marketing and/or promotional content. (Standard)

( ) **Mixed** - Any undeclared combination of use-cases (Standard)

( ) **Polling and voting** - Requests for surveys and voting for non-political arenas. (Standard)

( ) **Public Service Announcement** - An informational message that is meant to raise the audience's awareness about an important issue. (Standard)

( ) **Security Alert** - A notification that the security of a system, either software or hardware, has been compromised in some way and there is an action you need to take. (Standard)

( ) **Agents and Franchises** - Brands that have multiple agents, franchises or offices in the same brand vertical, but require individual localized numbers per agent/location/office

Post-registration approval by MNO is required for this Use Case, 5000 numbers limit. (Special)

( ) **Carrier Exemptions** - Exemption by Carrier. (Special)

( ) **Charity** - Communications from a registered charity aimed at providing help and raising money for those in need. Only available for Non-Profit Organizations with a 501(c)(3) status (Tax Exempt). (Special)

( ) **Emergency** - Notification services that are designed to support public safety/health during natural disasters, armed conflicts, pandemics, and other national or regional emergencies. (Special)

( ) **K-12 Education** - Campaigns created for messaging platforms that support schools from grades K - 12, and distance learning centers. This is not for Post-Secondary schools.   
 Post-registration approval by MNO is required for this Use Case. (Special)

( ) **Political** - Part of an organized effort to influence the decision-making of a specific group. Only available to 501(c)(3/4/5/6) and 527 Organizations. You may also register at [www.campaignverify.org](https://www.campaignverify.org) to unlock the Political Use Case. (Special)

( ) **Proxy** - Peer-to-peer, app-based group messaging with proxy/pooled numbers. Supporting personalized services and non-exposure of personal numbers for enterprise or A2P communications. Post-registration approval by MNO is required for this Use Case (Special)

( ) **Social** - Communication between public figures/influencers and their communities. Examples include: YouTube influencers' alerts or Celebrity alerts (Special)

( ) **Sweepstake** - All sweepstakes messaging. (Special)

The following section applies to ‘**Low Volume Mix**’, ‘**Mixed**’**, ‘Carrier Exemptions’, ‘Charity’, and ‘Social’** use case. Please select a minimum of two (2) and a maximum of five (5) sub-categories associated to your Use Case selection above. \***If applicable, you must choose from the options below**

( ) 2FA

( ) Customer Care

( ) Fraud Alert Messaging

( ) Marketing

( ) Public Service Announcement

( ) Account Notification

( ) Delivery Notification

( ) Higher Education

( ) Polling and Voting

( ) Security Alert

**Campaign and Content Attributes are characteristics of the Campaign. Please complete the following questionnaire below:**

**DIRECT LENDING OR LOAN ARRANGEMENT \*Required**

( ) Yes

( ) No

*Indicates whether the campaign includes direct or other loan arrangements. Select “YES” if the brand arranges third-party financing, loans, or mortgages.*

**EMBEDDED LINK \*Required**

( ) Yes

( ) No

*Indicates whether the campaign uses embedded links. Public URL shorteners (bitly, tinyurl) are not accepted. If your message content will include links like your website, select “YES”.*

**Embedded Link Sample**

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Provide a sample of the link if you selected “Yes” in the Embedded link campaign attributes.

**EMBEDDED PHONE NUMBER \*Required**

( ) Yes

( ) No

*Indicates whether the campaign is using an embedded phone number. If any of the messages that you will send will include your phone number, select “YES”.*

**AGE-GATED CONTENT \*Required**

( ) Yes

( ) No

*SMS content intended for consumers of legal age. Indicates whether the campaign includes any age-gated content as defined by Carrier and CTIA guidelines (Content requiring the individual to be of legal age).*

**Terms and Conditions \*Required**

( ) This campaign will not be used for Affiliate Marketing.

*10DLC regulations do not allow A2P traffic for SMS phone numbers. If your phone numbers are currently used for affiliate marketing, clicking the box above indicates that you will discontinue doing so moving forward.*

**The associated Brand entity agrees to include and support the following campaign content attributes:**

SUBSCRIBER OPT-IN - You are collecting and processing consumer opt-ins

SUBSCRIBER OPT-OUT - You are collecting and processing consumer opt-outs

SUBSCRIBER HELP - You have implemented message reply providing customers on how they can contact the message sender after they reply with the “HELP” keyword.

**Campaign Description \*Required**

Please describe the purpose of the Campaign and how it will be used. The campaign description should clearly explain for what purpose the messaging is being used by the company. It is important that the campaign description matches the sample messages and that the sample messages are as accurate as possible.

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*Example: Messaging will be used to send appointment reminders and confirmations to our customers, ensuring they receive timely notifications about their scheduled services.*

**Campaign Sample Message #1 \*Required**

Please include at least 2 campaign sample messages

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**Campaign Sample Message #2 \*Required**

Please include at least 2 campaign sample messages

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**Call-to-Action/Message Flow \*Required**

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. There are several ways a Consumer might do this (all are listed below) and a brand may use one or more of these at one time.

Check **ALL methods** that apply and provide a detailed Call-to-Action/Message Flow in the textbox.

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)

( ) **Implied Opt-in** (meaning the consumer initiates the message to the brand first)

Please specify where the brand’s phone number was listed or advertised, that prompted the consumer to reach out to the brand (e.g., through an advertisement on a website, calling card, flyers, etc.). Make it clear that it’s the consumer sending the message first to the brand.

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( ) **Form Opt In** (the consumer completes a form with their signature, either on paper or in digital format). Include a copy of the form when you submit your registration.

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( ) **Verbal** Opt-In (consumer gives explicit consent via phone or in person)

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( ) **Text** Opt-In (the consumer sends an explicit keyword to opt in to a number). Check the keyword used:

( ) START

( ) OPTIN

( ) SUBSCRIBE

( ) OTHERS: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please specify the number where the consumer can opt-in:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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( ) **Website** Opt In (the consumer enters their number in a form and checks a box to consent to SMS from the brand)

Please provide a link to the form on your website where customers can opt-in in your Call-to-Action/Message Flow.

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

Any supporting information for Opt in, Call-to-Action, Terms and Conditions, Privacy Policy, etc. NOTE: Not intended for MMS sample messages.

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**Help \*Required**

Check the contact information you would like to show in the Help Message when someone responds with a “Help” or “INFO” keyword. Note that this contact information is taken from the Brand Level.

( ) Include email address: :\_\_\_\_\_\_\_\_\_\_\_\_

( ) Include Phone Number:\_\_\_\_\_\_\_\_\_\_\_\_

( ) Include Website address:\_\_\_\_\_\_\_\_\_\_\_

**Please include a list of Telephone Numbers you want to be associated with this campaign \*Required**

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Up to 49 numbers allowed per Campaign. Ten Digits only with one number per row. No spaces, parenthesis, or commas

**Form Submitter Name if different from Company Contact Name**

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First Name Last Name

**Date:**

**Authorized Signature:**