



Achieving SMS Success

Registering Your Brand(s) & Campaigns 2024 (v.3)

Welcome to Commio! We're thrilled to guide you through the process of registering your 10DLC (aka "long code") brand(s) and campaigns. The DCAs are scrutinizing campaigns more closely than ever, and approvals can take as long as 10 days. This checklist is designed to improve your chances of a smooth and successful registration process. Let's dive right in.

Key Terms

Direct Carrier Aggregators (**DCA**) and The Campaign Registry (**TCR**): Serve as intermediaries between **Brands/Campaigns** and the mobile network operators. They consolidate the vetting and registration information and ensure it meets the requirements set by the carriers.

Campaign: In the context of 10DLC, a campaign refers to a specific set of A2P messages that are sent to users. A campaign has unique attributes, such as the type of message (marketing, alerts, etc.), the sending entity (**Brand**), and the content.

Brand: In 10DLC messaging, the "brand" is the company or entity that the end user perceives as the sender of the message.

Changing Landscape

The parameters set by the **DCA** and **TCR** are subject to change due to various factors like regulatory updates, technological advancements, and shifts in carrier policies. It's crucial to stay up to date to ensure your campaigns remain compliant. At Commio, we work to provide updates as we hear about them.

If you encounter terms or requirements that you're unfamiliar with during the registration process, please don't hesitate to reach out to us for clarification. We're here to help you navigate this ever-shifting landscape.

DCA & TCR Fee Summary

Note: All fees are charged per attempt (by the DCA and/or the TCR), not based on successful registration.

Brand Registration	Campaigns	Campaign Vetting
Cost: \$4 (One-time, per attempt)	Standard: \$10/month Low Volume: \$1.50/month Specialty: Varies	DCA Review Fee: \$15 (One-time) <i>Optional Brand Vetting:</i> \$40-\$95 (One-time for higher throughput)

Registration Checklist

1. Ensure you have an acceptable use case

Content prohibited on 10DLC by the DCA/Mobile Operators: Please review the list of prohibited content carefully, as Brand/Campaigns/Content will result in rejection by the TCR/DCA. "SHAFT" (Sex|Hate|Alcohol|Firearms|Tobacco) and other use cases are [defined here](#), or download our [Use Cases eBook](#).

2. Brand Registration Checklist & Tips

- Tax ID Validation
 - Ensure the tax ID/EIN matches the legal company name and business type for verification. TCR's automated system needs an exact match.

- You are registering a Brand, not an Agency
 - It's crucial to accurately register the Brand mentioned in the messages. For instance, if the message content references "Solar City," then "Solar City" should

EIN INFO	Commio inc.
Submission	
Commio	X
Commio incorporated	X
Commio LLC	X
Commio inc	X
Commio inc.	✓

be the Brand registered, not the agency "Solar Advertising" that may be handling the Campaign.

- The EIN is exclusive to this Brand and cannot be used to register multiple brands. If you feel you have an exception, please speak with Support.
- If you are NOT using an EIN, please contact Support for assistance.

Important Notes

- Brands are reviewed by TCR's automated system, so you can expect status updates within minutes.
- Unverified Status: If your Brand is marked as 'unverified,' ensure your company information is an EXACT match with your EIN before resubmitting. If necessary, make edits to your Brand information and resubmit; the system will automatically re-review your submission.

3. Campaign Registration Checklist

a. Campaign Overview

- You've verified that the campaign isn't on a restricted list ([listed here](#)).
- The message body includes the Brand name.
 - The Brand matches the EIN and TCR Brand.
- You have a detailed and Complete Call-To-Action Field:
 - You've explained when, where, and how opt-ins are being collected.
- Your opt-in process is clearly demonstrated by your examples; see details and samples in section C below.

b. Compliant Website

Every brand that wishes to send messaging campaigns needs to have a live, compliant website:

- Website Validation: Ensure you have a live, valid, and secure (valid SSL certificate) company website that matches the name of the Brand. The DCA *will* check it!

- Your privacy policy and terms & conditions *must* be on your website and easy to find from the home page (regardless of whether you collect opt-ins directly on the site). And, you must include the direct URLs in your campaign submission.
- The privacy policy cannot include any language about sharing personal information, including phone number, with any third party or affiliate. The privacy policy must include a **mobile sharing section that explicitly states you do not share data with third-party services.**
 - Example: *We will not share your opt-in to an SMS campaign with any third party for purposes unrelated to providing you with the services of that campaign. We may share your personal data, including your SMS opt-in or consent status, with third parties that support our messaging services, including but not limited to platform providers, phone companies, and any other vendors who assist us in the delivery of text messages.*
 - Show an example of the language in your campaign submission.

Your privacy policy must have a mobile section that clearly and explicitly states you do not share data with any third-party services.

c. Subscriber Opt-In Process

All 10DLC campaigns require that every messaging subscriber on your list has opted in to receive texts from you. Your campaign submission must document how subscribers opted in, including examples.

Note: All mobile subscriber opt-ins / consent must be verifiable upon request by any DCA or mobile carrier. Failure to provide proof of consent may result in campaign and/or brand suspension.

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Website Opt-in Pages:

All opt-in page(s) on your website that collect phone numbers must be secure (valid SSL certificate) and have the required opt-in language:

- Messaging consent forms must stand alone and not be tied to the privacy policy or terms & conditions pages.

- Consent to receive messaging campaigns should not be tied to consent for any other communications such as email, phone calls, etc.
- Phone number cannot be a required field.
- Consent must be obtained for each use case.
- The page(s) should also include:
 - Message & data rate disclosures
 - Message frequency disclosures
 - HELP and opt-out (STOP) instructions
- Multiple Opt-In Pages
 - If multiple pages collect phone numbers, each one must have all the necessary opt-in language.
 - You need to include the URL of all opt-in pages with your campaign submission.

Non-Website Opt-ins:

If your opt-ins are from sources other than your website, the process must be documented and included in your campaign submission:

- You must include evidence (screenshots, files, or forms) of the opt-in process in the multimedia section.
- You must thoroughly explain the opt-in process in the “Call-To-Action” section of the campaign submission.
- There must be a separate opt-in for each use case.

d. Message Flow

Messaging examples an end user might receive during the campaign should be included with your submission.

- Opt-in Confirmation Message

This message *must* include:

- Brand identification (ideally at the beginning of all messages)
- Confirmation of opt-in
- Providing HELP and STOP details
- Message frequency statement
- Data rates statement

(Note: This message must also be sent to a subscriber if the keyword JOIN is sent to the 10DLC number approved for the campaign.)

Example - *Commio: You have been successfully opted-in to receive SMS notifications from Commio. Please note that you can opt-out any time by responding with STOP. For help, reply with HELP or call 919-890-0000. Message frequency may vary. Message and Data rates may apply.*

Typical Messages Subscribers Will Receive

Example 1 - *Commio: Dear customer. This is a reminder that your FUSF and Tax Exempt forms must be completed and returned by March 1st, 2024. Please contact support at support@commio.com if you have questions. Stop2end*

Example 2 - *Commio: If you are planning on attending the ITEXPO in Fort Lauderdale this year and would like to schedule a meeting with us, please visit xxxxxx or call 919-890-0000. Stop2end*

Help Message (HELP)

Example - *Commio: For assistance, please call 919-890-0000 or email support@commio.com. We also have live chat at commio.com if you need immediate assistance.*

Opt-out Message (STOP)

TCPA rules allow for one final confirmation message to be sent to subscribers who opt-out of receiving text messages from the brand. The opt-out cannot include any solicitation like "call us" or "go to xxxxxx.com."

Example - *Commio: You have been successfully unsubscribed and will receive no further messages.*

Some Real-life Examples

Good opt-in language

- I consent to receive SMS text messages to my cell number provided above for account-related notifications and alerts from [COMPANY]. I understand that I am not required to provide my consent as a condition of purchasing any products or services. I understand that I can opt-out of receiving text messages at any time by responding with STOP. I can reply with HELP to get help. Message and data rates may apply depending on your mobile carrier. T-Mobile and other mobile carriers are not liable for delayed or undelivered messages.
- I consent to receive SMS text messages to my cell number provided above for marketing promotions from [COMPANY]. I understand that I am not required to provide my consent as a condition of purchasing any product or service. I understand that I can opt-out of receiving text messages at any time by responding with STOP. I can reply with HELP to get help. Message volume varies. Message and data rates may apply depending on your mobile carrier. T-Mobile and other mobile carriers are not liable for delayed or undelivered messages.

Bad opt-in language

The screenshot shows a dark-themed form titled "Explore your funding options." The form includes fields for First Name, Last Name, Business Name, Phone, and Email. Below these fields is a dropdown menu for "Average Monthly Sales" with a "Select option" button. A red button at the bottom says "Request a Free Quote".

What's the next step?
Tell us more about your business and we'll let you know how much you qualify for, your payment options and rates.

Why choose [Company]?
[Company] has provided over \$2 billion to thousands of small businesses in the United States.

Will this affect my credit?
Checking your options won't affect your credit score. Your social security number or EIN is not required.

Bad Privacy Policies: Cannot share personal information

DISCLOSURE OF PERSONAL INFORMATION

We share your Personal Information with third parties who provide various products and services. We will only share this Personal Information as set forth below:

- When we believe in good faith that disclosure is necessary to protect or enforce our legal rights to property, protect your safety or the safety of others, investigate fraud, or respond to a government request;
- To our subsidiaries or affiliates;
- To provide information about your transactions, creditworthiness and experiences;
- To provide you with information relating to products or services that we believe you may find of interest, including working capital or financing solutions from third parties if we cannot fulfill your needs. In these cases, we will only share basic information, such as your contact information, company name, and the amount of funds you requested;
- As required by law, such as in response to a subpoena, summons or similar legal process in general;
- To third parties who support us in providing products and services to you such as customer service, credit checks, bank account verification, secure data storage, transfer or payment or similar services. These third parties will be authorized to use your personal information only as necessary to provide services to us;
- To our investors, partners, lenders and/or auditors during their review or audit of our business;
- To a buyer or successor entity in the event of a merger, acquisition or sale. You will be notified via email and/or a prominent notice on our Websites of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information;
- To an asset purchaser for an asset sale.

Third parties who have access to your Personal Information are required to adhere to privacy standards at least as stringent as those set forth in this Privacy Policy.

II Corporate Affiliates

We may disclose Personal Information to our corporate affiliates, including ~~Business~~ LLC, to provide our Service or to use for marketing or promotional purposes.

Rejection: Compliant privacy policy is required on website if used to collect mobile numbers

This language appears to suggest sharing personal information with third parties.

Third-Party Offers

We may arrange to have marketing and promotional information of other companies sent to you that we think might be of interest.

Rejection: Compliant privacy policy is required on website if used to collect mobile numbers



Rejection: No privacy policy on website; opt-out preferences are not the same as a privacy policy

❗ THERE WAS A PROBLEM WITH YOUR SUBMISSION. PLEASE REVIEW THE FIELDS BELOW.

Name *

This field is required.

Email *


This field is required.

Phone *

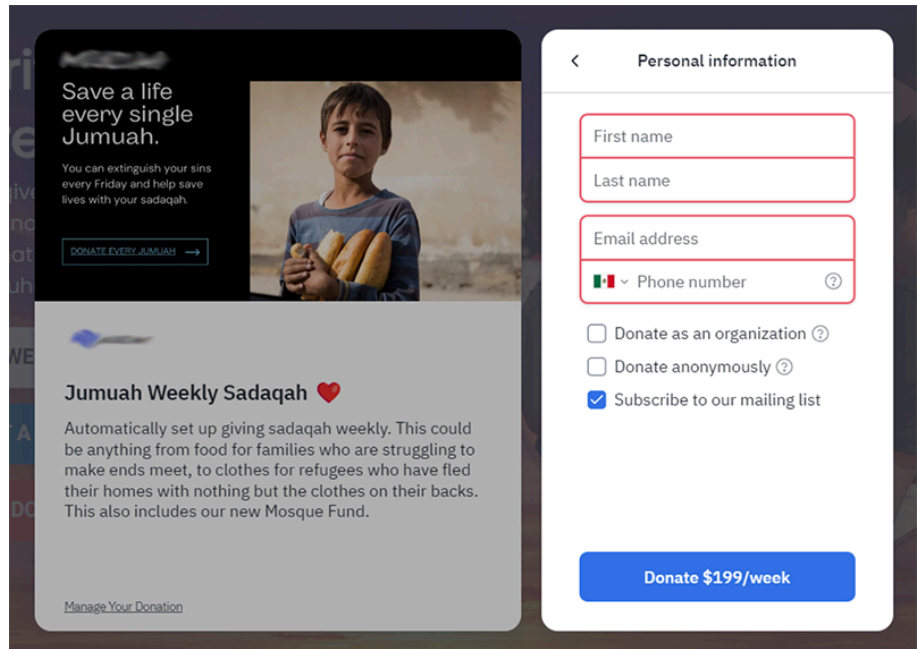
Phone format: (###) ###-####
This field is required.

Message *

This field is required.

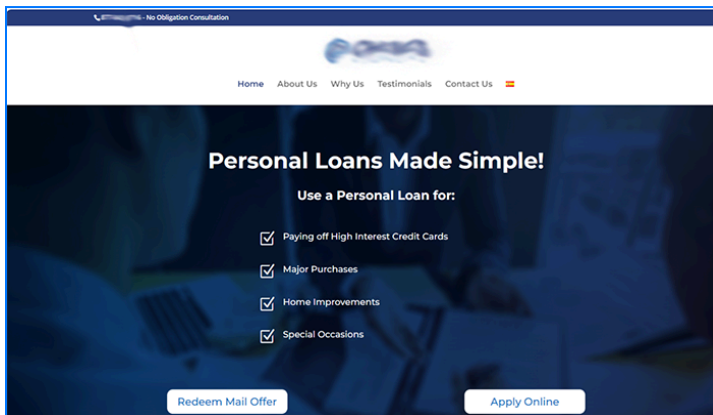
I'm not a robot 
reCAPTCHA
Privacy - Terms

The reCAPTCHA was invalid. Go back and

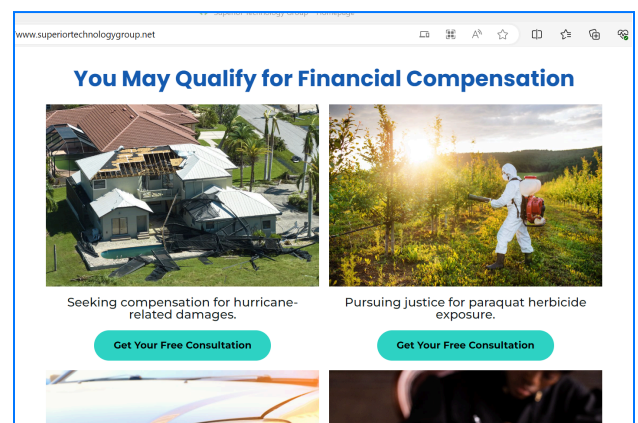


The image shows a mobile app interface for 'Jumuah Weekly Sadaqah'. The main content features a photo of a young boy holding bread, with text: 'Save a life every single Jumuah. You can extinguish your sins every Friday and help save lives with your sadaqah. DONATE EVERY JUMA'AH →'. Below this is a section titled 'Jumuah Weekly Sadaqah' with a heart icon, explaining that users can automatically set up weekly giving for various causes like food for families, clothes for refugees, and a Mosque Fund. A 'Manage Your Donation' link is at the bottom left. Overlaid on the right is a 'Personal information' form with fields for First name, Last name, Email address, and Phone number (with a dropdown for country). There are also checkboxes for 'Donate as an organization', 'Donate anonymously', and 'Subscribe to our mailing list' (which is checked). A blue button at the bottom right says 'Donate \$199/week'.

Prohibited use cases



The screenshot shows a website for 'Personal Loans Made Simple!'. The header includes a navigation menu: Home, About Us, Why Us, Testimonials, Contact Us. The main heading is 'Personal Loans Made Simple!' with a sub-heading 'Use a Personal Loan for:'. Below this are four checked items: 'Paying off High Interest Credit Cards', 'Major Purchases', 'Home Improvements', and 'Special Occasions'. At the bottom, there are two buttons: 'Redeem Mail Offer' and 'Apply Online'.



The screenshot shows a website for 'You May Qualify for Financial Compensation'. The header includes the URL 'www.superiortechnologygroup.net' and a navigation menu. The main heading is 'You May Qualify for Financial Compensation'. Below this are two images: one of a damaged house and one of a person in a white protective suit. Below the first image is the text 'Seeking compensation for hurricane-related damages.' and a 'Get Your Free Consultation' button. Below the second image is the text 'Pursuing justice for paraquat herbicide exposure.' and another 'Get Your Free Consultation' button.

We're Here to Support You

At Commio, your success is important to us. If you have any questions or issues with your 10DLC brand and campaign registrations, please contact us:

Phone: (919) 890-0000, option 1

Email: support@commio.com

Website: support.commio.com

