

10DLC SMS Campaign Registration Form

Complete this form to assist us to register your business for SMS messaging services. This comprehensive registration process will help us submit your 10DLC (10 Digit Long Code) campaign for approval, ensuring compliance with messaging regulations and preparing your business for effective SMS communication.

Key Points:

- Provide accurate company information
- Detail your SMS communication strategy
- Confirm consent and privacy practices

Please have the following documents ready:

- Company Tax ID/EIN
- Proof of business registration
- Website information
- Planned SMS communication examples

Estimated Completion Time: 25-30 minutes

Company Information

This section collects essential details about your business entity, including its legal structure, official name, and tax identification. Accurate information here ensures compliance with regulatory requirements and helps establish your business identity for SMS campaigns.

Legal Company Name



How you are legally registered in the state that you do business in - this must match with the Secretary of State where you're doing business

Rosenfeld & Rafik, P.C.
.....

Doing Business As (DBA) or Brand Name

If different than your Legal Company Name

.....

Tax Number/ID/EIN *

04-3298124

.....

Legal Company Address *

The address you used when you registered with the IRS

184 High St, Suite 503, Boston, MA 02110

.....

Website Address *

www.rosenfeld.com

.....

What type of legal form is your company? *

- ☐ Government
- ☐ Non-Profit Organization
- ☒ Private Company
- ☐ Publicly Traded Company

10DLC Primary Contact

Provide details of the main point of contact for your SMS campaign. This person will be responsible for

managing communications and addressing any inquiries related to your messaging services.

Contact First and Last Name *

Mala M. Rafik

Contact Phone Number *

617-604-1160

Contact Email *

mmr@rosenfeld.com

SMS Campaign Details

In this section, please provide detailed and specific information about your SMS campaign. Vague or short answers are often rejected, so it's crucial to be as thorough as possible. Avoid generic statements and focus on your unique business needs and customer interactions.

Estimated SMS Volume Range *

- ☒ Less than 100 messages per day
- ☐ Less than 500 messages per day
- ☐ Less than 1,000 messages per day
- ☐ Less than 2,000 messages per day
- ☐ Less than 5,000 messages per day

Does your campaign include any prohibited content? *

Message senders should take pre-emptive measures and employ tools that monitor and prevent unwanted message content, including content that:

Is unlawful, harmful, abusive, malicious, misleading, harassing, violent, obscene/illicit, or defamatory Is deceptive (e.g., phishing messages intended to access private or confidential information), including deceptive links Invades privacy Causes safety concerns Includes malware

☐ Yes

☒ No

Intended Use of SMS *

Please provide in detail what capacity your business will be utilizing SMS (ex. appointment reminders, customer service, notifications, etc.)

Communication between staff and clients

Sample Messages



Please provide **three (3)** detailed and specific examples of messages your business will be sending.

Vague or short answers are often rejected, so it's crucial to be as thorough as possible. Avoid generic statements and focus on your unique business needs and customer interactions.

Example: Good morning, John. Your scheduled technician, Kris, will be arriving this morning at 9 a.m. to fix your internet outage issue. If you have any questions before Kris arrives, please contact us at 781-566-0280.

1) Hello Anne. This is a reminder that your appointment with Attorney Mala Rafik is scheduled for 10:00 AM Tuesday March 11 at the High St office.

2) To all Rosenfeld staff. Reminder, weekly timesheets must be submitted by 2:00 PM every Friday to be processed for billing.

3) Dear Ethel. We have an update on your insurance settlement. Please call us at your earliest convenience at our main # 617-555-5555

Consent and Opt-In Information

This information is standardized throughout the SMS regulations. If you would like to make any changes or additions to any of the Consent and Opt-In Information sections, please provide these updates in the 'Other' section.

Call to Action/Consent Message

Please note that your business name will be filled in the [Company Name] section.

[COMPANY NAME] would like to confirm your consent to receive messages sent to your phone number.

Reply 'START' for Consent or reply 'STOP' to Decline. For more information, reply 'HELP'. You will only receive this message one more time within 24 hours if you do not respond. Message & data rates may apply. Message frequency varies. Visit our website for the Privacy policy at [Your Privacy Policy URL].

Do you approve the Call to Action/Consent Message *

☒ Yes

☐ No

☐ Other:

Other Opt-In Methods (Verbal Confirmation)

Please note that your business name will be filled in the [Company Name] section.

Receiving consent to send SMS will be done verbally over the phone or in person. When speaking with a customer contact, we will ask for consent to receive SMS from [COMPANY NAME]. [COMPANY NAME] will notify the user they will receive the opt-in prompt and have to reply START if they wish to be contacted via SMS. Additionally, [COMPANY NAME] will notify the user; they can reply STOP at anytime to stop receiving messages from [COMPANY NAME], As well as the terms Message & data rates may apply. Message frequency may vary. You can text HELP for support and their phone number will not be shared with third parties for marketing or promotional purposes.

For customers and end-users initiating SMS contact with [COMPANY NAME]. The number will be listed on [COMPANY NAME]'s website, where a consumer can easily find how to contact [COMPANY NAME]. The end-user may also receive the brand's number from a colleague when requiring support from [COMPANY NAME]. We will only reply with the information they request.

Do you approve the Other Opt-In Methods (Verbal Confirmation)? *

☒ Yes

☐ No

☐ Other:

Verbal Consent Records

With verbal consent you will need to keep records of consent forms on file to show that consent was given. The script must be read to the customer and each form filled out.

Example of Verbal Consent Record Form:

[Company Name] SMS Verbal or In-Person Consent Form

Customer Full Name giving verbal or in-person consent:

Date of Consent:

Email:

Phone Number:

Script that must be read to each customer giving consent:

By providing your phone number, you are giving [Company Name] consent to send you SMS messages about appointment reminders and any relevant information so [Company Name] can address your concerns or questions in a timely manner. You acknowledge that your consent is not a condition of purchase. Msg & data rates may apply. Msg frequency varies. Reply HELP for support or STOP to opt out of receiving messages. Your phone number will not be shared with third parties for marketing or promotional purposes. You can find our Privacy Policy and Terms on our website at [Your Privacy Policy URL].

Verbal Consent Records Confirmation



Confirm that you will keep records of consent forms on file to show that consent was given. The script must be read to the customer and each form filled out.

☒ Yes

☐ No

☐ Other:

SMS Privacy Policy Requirements

As your business implements SMS communications, it's crucial to have a comprehensive SMS Privacy Policy. This policy protects both your customers and your business while establishing a foundation of trust and legal compliance.

If you have an existing Privacy Policy, you must update it to include the following information regarding your

SMS services:

- Program Overview: Purpose of SMS communications and types of messages users will receive.
- Data Collection: Types of personal information collected (e.g., phone numbers, names) and collection methods.
- Purpose of Data Use: Reasons for data collection and how it will be used.
- Data Protection Measures: Safeguards against unauthorized access or misuse.
- Third-Party Sharing: Disclosure of when and if personal data is shared with third parties.
- User Rights: How users can access, correct, or delete their personal information.
- Retention Policy: Duration of data storage and criteria for deletion.
- Consent and Opt-in Requirements: Process for users to provide consent for receiving messages.
- Opt-out Options: Instructions for users to stop receiving messages (typically by replying "STOP").
- Contact Information: Point of contact for privacy-related inquiries or concerns.
- Security Measures: Data protection methods, including encryption and secure storage.
- Non-sharing Clause: Statement that data isn't shared with third parties for marketing purposes.

You may create your own Privacy Policy, ensuring it's unique to your business and includes these twelve points.

For assistance in crafting your SMS policy, please contact Brendan English (brendan@gogamut.io).

If you choose to create your own Privacy Policy, please send the final draft to Brendan English (brendan@gogamut.io) for review.

To finalize your 10DLC Campaign Registration, your updated or newly created Privacy Policy must be published on your website.

Does your business have a Privacy Policy listed on your website? *

☒ Yes

☐ No

Please provide the link to your Privacy Policy (if you have one on your website).

rosenfeld.com

Will your business need assistance in crafting or adjusting your Privacy Policy for your new SMS campagin? *

☐ Yes

☒ No

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