

# broadvoice | contact

## TCR Registration Guide



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# Introduction

SMS messaging now requires brand/company, campaign, and number assignment registration in order to be able to send SMS messages from your b-hive or Bubble account. This applies if you send 1 or 100's of messages a month.

Any account that sends or receives SMS must register with the TCR (The Campaign Registry).

We have put together this easy guide on how to register your business, campaign, and numbers with The Campaign Registry.



# What is the 10 DLC TCR Rule?

A lot has changed recently when it comes to business text messaging. The influx of A2P Messaging (Application-to-Person Messaging), which refers to SMS or MMS messages sent from a business to a person, is now being more regulated by the US wireless carrier industry due to high “open rates” and a deluge of spam and unwanted messages to consumers.

In accordance with the new 10DLC TCR rule, U.S. carriers have implemented a 10-digit long code, or 10 DLC, to protect consumers. This requires businesses that send A2P messaging over local phone numbers to register their brands and campaigns with The Campaign Registry (TCR), a third-party company that handles the registration of brands and campaigns via campaign service providers.

US mobile carriers require all businesses to register brand-specific campaigns for all numbers used to send SMS/MMS messages to ensure the effectiveness of personalized marketing outreach and avoid the blocking of text messages or being mistaken for spam by the consumer.

**Failure to register will cause delays in delivery, blocking of content, and additional charges for SMS/MMS messages sent from your business account.**

# Key Terms

## Brand

The Brand is your company and identifies your business as responsible for the SMS messages sent to the customer who is receiving the message. Most companies only require one brand, which equals a legally registered company name. A brand serves as your unique business registration, incorporating your legal business name and federal registration number (EIN or Corporation Number). For example, if a dental office, Dental Wellness, sends SMS appointment reminders to customers using Broadvoice, the brand would be identified as Dental Wellness.

## Campaign

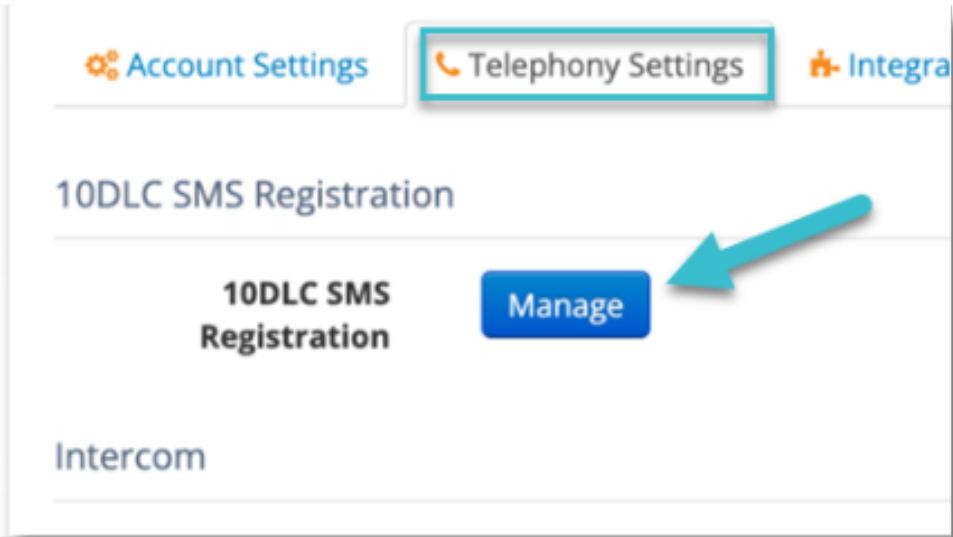
A Campaign is how your Brand intends to use phone numbers to send SMS messages. It is a collection of information used to identify customer use cases, such as SMS/MMS message examples under a brand assigned to a phone number. A campaign requires CTIA guideline compliance for wireless service provider evaluation. Depending on SMS usage, a brand can have multiple campaigns associated with it. For example, if the HVAC company Cool Air wants to send appointment reminders to customers via text, the campaign ID would be “appointment reminders.”

The Cellular Telecommunications Industry Association (CTIA) is a wireless service provider trade organization responsible for messaging guidelines and best practices in the US. For more information, please see [CTIA Messaging Principles & Best Practices](#).

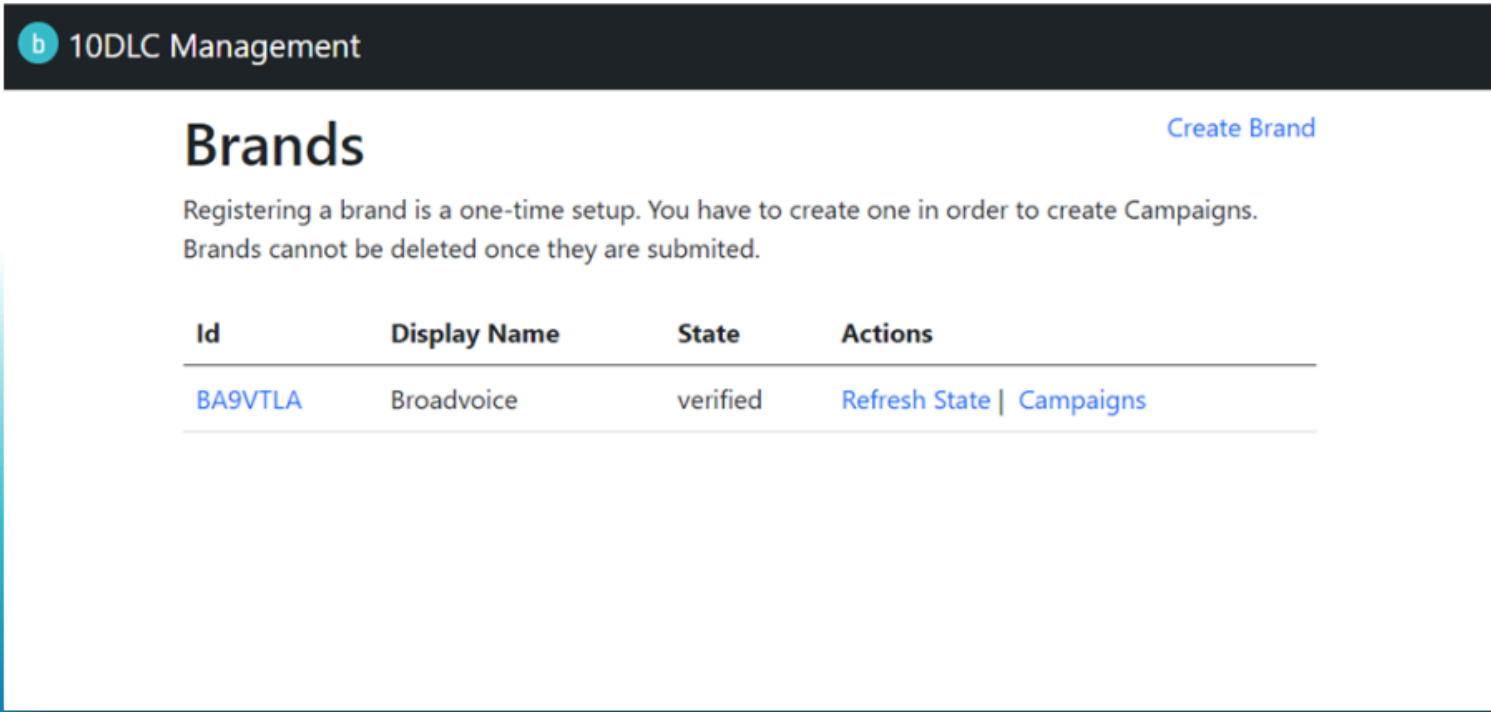
# Step 1 - Creating the Brand

Please note that these actions can only be completed by an Account Administrator.

Within the Account Settings in the b-hive portal, go to the Telephony Settings tab and click on the Manage button under the 10DLC SMS Registration heading.



This will send you to the Brand Registration process for your account.





# Step 1 - Creating the Brand

Click on the Create Brand button/link in the upper right. This will display the screen to fill out your Brand Registration form.

10DLC ManagementBrandsAdmin User

Register your Brand

Brands cannot be deleted once they are submitted, but they can be updated. Certain brand fields are not editable once they've been registered and may trigger a re-score of the brand from TCR.

\* - required

Legal Company Name\*

Brand Name\*

Entity Type\*

Tax Number/EIN\*

Phone\* International format: +10009999999

Email\*

Support Contact (phone or email)\*

Street Address

City\*

Country

State\*

Postal Code\*

Vertical Type\*

Website\*

Stock Exchange

Stock Symbol

☐ I understand that by submitting this information, my account may be billed a one time charge for Brand vetting by the Campaign Registry. I understand that this is not a charge assessed by Broadvoice

Register

# Step 1 - Creating the Brand

## Legal Company Name (Required)

Legal Company name. This should match what is on your government business registration form that has your EIN on it.

## Brand Name (Required)

This is the common name you want to use for the company.

## Entity Type (Required)

This is the type of company for your Brand. Important: This dropdown will display the following options:

- PRIVATE\_PROFIT
- PUBLIC\_PROFIT
- NON\_PROFIT
- GOVERNMENT

## Tax Number/EIN (Required)

Employer Identification Number. This is a required field. The other fields should match the paperwork on the EIN registration/information.

## Phone (Required)

The contact phone number for the submitter or business.



# Step 1 - Creating the Brand

## Email (Required)

The email address of the submitter and/or business contact. This email will be notified upon submission and upon acceptance or rejection of the brand vetting process.

## Street (Required)

The street address for your business.

## City (Required)

The city for your business.

## Country (Required)

The Country for your business.

## State (Required)

The State for your business.

## Postal Code (Required)

The Postal Code for your business City, State, and Country.

**Support Contact (phone or email) (Required):** This can be an email address or a phone number. This is the destination you will tell people to use for reaching out for support for messaging.

# Step 1 - Creating the Brand

## Website (Required)

10DLC requires a website presence. This can be a social media business page. If you use a social media page, make sure you have your privacy policy and terms and conditions as part of your profile.

Please note: The website should contain Terms and Conditions and/or information about how data is used, messaging campaign practices, and how to opt-out messages for the company. Any web form for lead generation or information requests that contain a phone number should have an opt-in or acknowledgment that they are agreeing to communication. The vetting process will look for those on your website.

## Stock Exchange (Not Required)

Provide the stock exchange where your brand is listed.

1. NONE
2. NASDAQ
3. NYSE

## Stock Symbol (Not Required)

The stock symbol your company uses on the exchange.

# Step 1 - Creating the Brand

## Vertical Type (Required)

The industry segment or vertical for the brand or company. The dropdown will display the following:

- AGRICULTURE
- INSURANCE
- EDUCATION
- HOSPITALITY
- FINANCIAL
- GAMBLING
- CONSTRUCTION
- NGO
- MANUFACTURING
- GOVERNMENT
- TECHNOLOGY
- COMMUNICATION
- REAL ESTATE
- HEALTHCARE
- ENERGY
- ENTERTAINMENT
- RETAIL

If your category is not listed, please select closest option.

# Submit Brand for Vetting

Once you click Register, the Brand will be submitted for review.

After Submission, the brand information will be submitted to the campaign registry and vetted during the review. This process may take a few days. During that time, the status on the Brands page will show unverified. If successful, the status will change to Verified. If unsuccessful, the status will display rejected. If you get a rejection, you can edit your submission and submit it again for the vetting process.

To edit the brand information and resubmit, click the re-vet link and then resubmit when complete.

**Each brand submission will result in a brand submission fee on your next invoice.**

# Step 2 - Creating the Campaign

To start campaign registration, click on the Campaigns link on the right of the Brand under the actions column on the Brands landing page. This will display the Campaigns status page.

The campaign status page shows the status of the campaign submission, the status of the DCA review for the campaign, and the status of the registration with the telecom providers.

In this example, Prima Campaign 1 has been deactivated and is in an EXPIRED status. The Prima Campaign 2 is an Active campaign and registered successfully with the carriers. The DCA is pending final review.

The DCA is the Direct Connect Aggregator that connects the operators and transmits SMS and MMS messages.

b 10DLC Management Brands

Campaigns for Brand BA9VTLA

Create Campaign

Due to the manual nature of the 10DLC vetting process, we expect delays of several days for the initial review of a campaign, but it could be longer. Please note this review is done by the downstream Direct Connect Aggregator (DCA), not The Campaign Registry (TCR).

Important regarding Deactivating: This action can't be reversed. Deactivating a campaign will change its campaign status to Expired and remove that campaign from all TNs in our system. Campaigns in Expired status can't be edited or reactivated. Please note that if you deactivate a campaign within 3 months of creating it, you'll still be charged for the full 3 months.

Campaign Id	Status	Description	Actions
CUXXCPA	EXPIRED	Prima Campaign 1: Spring edition 2023 Early	
<div>DCA Status: PENDING Providers Status:<ul style="list-style-type: none"><li>ATT: REGISTERED</li><li>T-Mobile: REGISTERED</li><li>ClearSky: REGISTERED</li><li>US Cellular: REGISTERED</li><li>Interop: REGISTERED</li></ul></div>			
C4QEYMA	ACTIVE	Prima Campaign 2: Spring edition 2023 Early	Deactivate   Associate Numbers
<div>DCA Status: PENDING Providers Status:<ul style="list-style-type: none"><li>ATT: REGISTERED</li><li>T-Mobile: REGISTERED</li><li>ClearSky: REGISTERED</li><li>US Cellular: REGISTERED</li><li>Interop: REGISTERED</li></ul></div>			

# Step 2 - Creating the Campaign

To create a campaign, click the Create Campaign link in the upper right of the page. To edit a campaign, click on the campaign id. The campaign Id is a 7-character string identifier unique to your brand.

Once the DCA approves the campaign, the DCA Status will show ACCEPTED, and you will be able to associate numbers to the campaign.

## Register a New Campaign

Associated Brand

Broadvoice

Usecase

Marketing

Vertical Type

REAL ESTATE

Campaign Description (minimum 40 characters)

0



# Step 2 - Creating the Campaign

## Associated Brand

This is to confirm that you are registering a campaign under the proper brand. Only one brand is allowed per account.

## Use case (Required)

The Use Case refers to the purpose of your messages. If your use case isn't listed, please contact support or your account representative. NOTE: Your sample messages and workflow should reflect your use cases and ONLY the use cases you select.

Select from the available options in the dropdown:

- 2FA - Any one-time use passcode, authentication, or verification.
- Account Notification - Standard notifications for account holders.
- Customer Care - Customer interactions, including account management and customer support.
- Delivery Notification - Status of delivery of a product or service.
- Fraud Alert Messaging - Notifications about potentially fraudulent activity on a user's account.
- Higher Education—Messaging on behalf of colleges or universities, school districts, and educational institutions. This use case is NOT for the "free to the consumer" messaging model.
- Low Volume Mixed (Selection of multiple available Use Cases) - Brands with multiple use cases only need very low messaging throughput (for example, test or demo accounts, small businesses).
- Marketing—Communications that include marketing or promotional content (e.g., sale notifications, discount codes, etc.).
- Mixed (Selection of multiple available Use Cases) - Any messaging campaign containing 2 to 5 standard use cases.
- Polling and Voting - Sending surveys and polling/voting campaigns in non-political arenas.
- Public Service Announcement - Informational messaging to raise an audience's awareness about important issues.
- Security Alert: a Notification that the security of a system, either software or hardware, has been compromised and that action is needed.

# Step 2 - Creating the Campaign

## Sub Use cases (Required if Mixed Use Case options are selected)

These are if you select mixed. You will need to select which mix of use cases apply. Mixed-use cases will be implemented in future releases as the TCR provides more information.

## Vertical (Not Required)

Optional business/industry segment of this campaign.

## Description (Required)

This is the summary description of the campaign. It should be a high-level explanation of the campaign's topic, type of text, and intent. The maximum length is 40 characters.

## Campaign Samples

Please provide up to 5 samples of messages that will be sent for this campaign (see next page). These would be samples of the canned or pre-planned and conversational messages you would send in the campaign. Do not include emojis, special characters, or HTML as part of the sample messages. Do not include emojis, special characters, or HTML as part of the sample messages.

**Please ensure that at least one of your sample messages shows your opt-out. Example: "[Insert Business Name:] You have an appointment for Tuesday at 3:00 PM, reply YES to confirm, NO to reschedule. Reply STOP to unsubscribe."**

# Step 2 - Creating the Campaign

**SAMPLE MESSAGES**

Some Usecases require Sample 2 (3, 4, 5) to be required.

Please don't include emojis when entering sample messages, as this can cause an error.

Sample 1 \* (min length 20)

Sample 2 (min length 20)

Sample 3 (min length 20)

Sample 4 (min length 20)

Sample 5 (min length 20)

# Step 2 - Creating the Campaign

## Sample 4 (Not Required)

Message sample that is being sent. Some campaign tiers require more than one. Please provide as many samples as possible of the messages being sent by your campaign (Max length 1024 characters).

## Sample 5 (Not Required)

Message sample that is being sent. Some campaign tiers require more than one. Please provide as many samples as possible of the messages being sent by your campaign (Max length 1024 characters).

## Campaign Attributes

The following toggle switches further describe the campaign and will also better explain the purpose, use, and if the campaign properly handles subscriber subscription information.

CAMPAIGN ATTRIBUTES

Embedded Link

☐ Yes

☒ No

Age Gated

☐ Yes

☒ No

Embedded Phone

☐ Yes

☒ No

Direct Lending

☐ Yes

☒ No

# Step 2 - Creating the Campaign

## **Embedded Phone Number:**

Indicates whether the campaign will send embedded phone numbers in the messages (excluding providing a contact for HELP in the help response). If checked "Yes", an embedded phone number must be included in at least one of the sample messages.

## **Embedded Link:**

Indicates if the campaign will send embedded links in the messages. If selected "Yes", an embedded link must be included in at least one of the sample messages.

## **Direct Lending:**

Must be checked "Yes" if the brand engages in lending, even if the messaging on the campaign is not related to the lending.

## **Age-Gated Content:**

Must be checked "Yes" if the content includes any age-gated materials.

# Step 2 - Creating the Campaign

## Messages

The messages section is for you to provide information about how messages flow to and from the recipient. This includes subscriptions, responses to keywords, opt-in and opt-out processes, and events that trigger messages to the recipient.

### Terms and Conditions URL (Required):

A URL for the Brand or Company Terms and Conditions is now required. This should be a url on your website or on your social media business account. A sample can be found [here](#).

### Privacy Policy URL (Required):

A URL for the Brand or Company Privacy Policy is now required. This should be a url on your website or on your social media business account. A sample can be found [here](#).



# Step 2 - Creating the Campaign

Once the Terms and Conditions and Privacy Policy have been specified, they will prepopulate in the Message Flow / Call to Action Examples in the grey box. You can use the example for your Message Flow / Call to Action. Please adjust to reflect your use cases if needed.

Terms and Conditions URL\*

www.testcompany.com/termsandconditions.pdf

Privacy Policy URL\*

www.testcompany.com/privacypolicy.pdf

MESSAGE FLOW / CALL TO ACTION

Mobile carriers require that businesses that send SMS messages obtain consent from message recipients.

- Please provide an explanation of how your customers **opt-in** to receive messages and establish the relationship.

- State that they can **opt-out at any time** or ask for help during the exchange via keywords.

- Briefly describe the **purpose** of the messages.

- Provide a **link to your website** and a webform where they submit their information, with a phone number and consent checkbox, or directions where to find it on your website.

- Provide a **link to your privacy policy** and **terms and conditions** on the website.

Example verbiage: please, select a consent method from the options below. You may be asked to populate additional details. To use these examples, copy the text and paste into the Message Flow and edit to fit your Campaign.

They Message Us First

Customer initiates conversation via text message. By starting a text conversation with Test Company Brand Name you are agreeing to receive conversational messages from Test Company Brand Name. Msg and data rates may apply. Msg frequency varies. Unsubscribe at any time by replying STOP or clicking the unsubscribe link (where available). Reply HELP for help. Privacy Policy www.testcompany.com/privacypolicy.pdf and Terms www.testcompany.com/termsandconditions.pdf.

Message Flow / Call to Action\* (min length 40)

b

Go

21

# Step 2 - Creating the Campaign

## Message Flow (Required)

This section should contain a clear and concise description of how an end user signs up to receive messages. Opt-in must be 1 to 1, can't be shared with third parties, specific for text messaging, and can't be implied. It must be clear, conspicuous, and can't be obscured within the terms & conditions and/or other agreement(s). Examples of how to get users to opt in:

- Entering a phone number through a website
  - Example: Customers opt-in by visiting [www.examplewebsite.com](http://www.examplewebsite.com) and adding their phone number. They then check a box agreeing to receive text messages from the example brand.
  - Note: If using a website to collect opt-in, please provide a direct link to the submission form in the CTA/Message Flow field. If this is missing, the campaign will be rejected.
- Clicking a button on a mobile webpage
  - Note: Please provide a website link in the CTA/Message Flow field if this is where the opt-in is being collected.
- Sending a message from the consumer's mobile device that contains an advertising keyword
  - Example: Consumers opt-in by texting START to (111) 222-3333.
  - Important: You will need to explain how the consumer/recipient is informed to text the keyword/initiate the text messaging conversation. Acceptable explanations of how the consumer is informed include:
    - a link to a webpage where the keyword opt-in is advertised
    - an attached screenshot of the keyword opt-in advertisement

# Step 2 - Creating the Campaign

## Message Flow (Required)

Examples of how to get users to opt in continued:

- Signing up at a point of sale (POS) or another message sender on-site location
  - If the opt-in is collected verbally, you must provide a copy of the opt-in script read to the consumer
- Opting in over the phone using interactive voice response (IVR) technology
- Secondly, the vetting aggregator will review the actual Call-to-Action disclosure shared with the consumer/recipient during the opt-in collection. This disclosure is the language provided to the consumer/recipient informing them that they are opting in.

This disclosure must contain the following information:

- Brand name
- Types of messages being sent
- Message frequency disclosure (Msg frequency varies, 2/msgs per week, etc.)
- "Message and data rates may apply" disclosure
- HELP information (text HELP for help)
- STOP/opt-out information (text STOP to stop)
- Link to the Privacy Policy and Terms & Conditions

**This information must be provided regardless of the opt-in collection method.**

# Step 2 - Creating the Campaign

## Message Flow (Required)

Samples for Workflow/CTA. These are samples that can be used for the different Workflow CTA based on how texting permission is granted and managed.

**Website/Online opt-in:** Customers opt-in by visiting [[www.examplewebsite.com](http://www.examplewebsite.com)] and click on the contact us on the website to get to [[www.website.com/contact](http://www.website.com/contact)]. On this page, customers can enter their contact information, and they see the following disclaimer. By submitting this form and signing up for texts, you consent to receive marketing text messages (e.g. appointment reminders, scheduling) from [Company Name] at the number provided. Consent is not a condition of purchase. Msg and data rates may apply. Msg frequency varies. Unsubscribe at any time by replying STOP or clicking the unsubscribe link (where available). Reply HELP for help. Privacy Policy [link] and Terms [link].

**Keyword Opt-in:** By texting START to [phone number], you consent to receive marketing text messages from [Company Name]. Consent is not a condition of purchase. Msg and data rates may apply. Msg frequency varies. Unsubscribe at any time by replying STOP or clicking the unsubscribe link (where available). Reply HELP for help. Privacy Policy [link] and Terms [link].

**Consumer-Initiated Messaging:** By starting a text conversation with [Company Name] by texting [phone number], you are agreeing to receive conversational messages from [Company Name]. Msg and data rates may apply. Msg frequency varies. Unsubscribe at any time by replying STOP or clicking the unsubscribe link (where available). Reply HELP for help. Privacy Policy [link] and Terms [link].



# Step 2 - Creating the Campaign

**Verbal opt-in:** [Company name] will be collecting opt-in verbally from their customers. The customers will be able to opt in to receive messages either in person at their physical location or over a phone call if the customer calls. When a customer is registered for the first time, they are asked to provide the phone number, and staff is trained to ask If the customer would like to opt into SMS-based billing notifications. They will be verbally informed that "Message and data rates may apply", "Message frequency may vary", and they can "text HELP for support or more information and STOP to unsubscribe at any time." They will also be informed that their phone number will not be shared with third parties for marketing or promotional purposes. [Privacy Policy and Terms and Conditions links must be added]

Additional notes about CTAs:

- All traffic on behalf of a business, entity, or organization must have prior opt-in/consent.
- The website must be provided if the CTA mentions the opt-in collected on a website. If it's not provided, the campaign will be declined.
- If donations are a part of the campaign, the call-to-action disclosure shared during the consent collection should reflect that.
  - Example: "By submitting this form and signing up for texts, you consent to receive marketing, donation asks, and informational messages from [Company Name]. Msg and data rates may apply. Msg frequency varies. Unsubscribe anytime by replying STOP or clicking the unsubscribe link (where available). Reply HELP for help. Privacy Policy [link] and Terms [link]."

# Step 2 - Creating the Campaign

## Opt-in Message (Required)

The Opt-in Message is required and must contain the following details: Brand name, message frequency disclosure, "message and data rates may apply" disclosure, HELP information, STOP information. Example: "Thank you for opting in to receive recurring messages from [Company Name]. Msg frequency varies. Msg and data rates may apply. Reply HELP for help. Reply STOP to opt out."

MESSAGES

Make sure you respond with the name of the company in each message.

For HELP, make sure to include a contact number, email address or website.

For START, make sure to include message frequency and that message rates may apply.

For STOP, make sure to state that no more messages from the company will be sent.

Help Keywords

HELP

Help Message\* (min 20, max 255)

Thank you. Please reach out to 'Test Company Brand Name' support at xxx-xxx-xxxx or the website for assistance. Reply STOP to opt out.

Optin Keywords

START

Optin Message (min 20, max 255)

Thank you. You will receive messages from 'Test Company Brand Name'. Messaging frequency may vary. Message and data rates apply. Reply Help for Help and STOP to opt out.

Optout Keywords

STOP

Optout Message\* (min 20, max 255)

Thank you. You will no longer receive messages from 'Test Company Brand Name'.



# Step 2 - Creating the Campaign

## **Opt-Out Message (Required) :**

The Opt-out Message must contain the following details: brand name and confirmation that the consumer will receive no further messages. For example, "You have successfully opted out of messages from [Company Name]. You will receive no further messages."

## **Help Message (Required)**

The Help Message must contain the following details: Brand name and an email address, phone number, or website link the consumer can use for assistance, and "Reply STOP to opt out". Example: "Thank you for reaching out to [Company Name]. Please call us at [phone number] or email us at [email address] for support. Reply STOP to opt-out."

## **Opt-out Keywords (Predefined)**

The Opt-out keywords for the campaign. This will default to STOP, START, HELP.

## **Lack of Website or Online Presence**

Please make sure to include any website or online presence the customer has. Even if the customer avoids putting their website, our aggregator will still search to see if there's one associated with them. If there's prohibited content on their website, the campaign will be rejected. If they do not have a website, we recommend providing any form of online presence in the Brand Details (social media page, Google search link, etc.).

# Campaign Submission and Vetting

Upon clicking Register, your campaign will be submitted. This will result in two things:

- Your account will be billed for submitting the Campaign to the TCR.
- The TCR will begin Vetting your submission.

The Vetting process can take some time. Your campaign will be in a Pending, Declined, or Accepted state during that time.

- **Pending State:** Your campaign is being reviewed by the TCR. They will either respond with an Accepted or Declined status.
- **Accepted State:** Your campaign has been submitted and approved by the TCR.
- **Declined State:** Your campaign has been declined. The decline reason will tell you what needs to be adjusted to get it approved. Once you've made all the edits, you will need to resubmit or "re-vet" the campaign.

**Please only select the "re-vet" option after you have made the edits. Otherwise, you will incur another charge for vetting.**

# Privacy Policy

Message senders are required to have an acceptable Privacy Policy when registering 10DLC campaigns. The most important aspect of the Privacy Policy mandates clearly describing how consumer data will be used and shared (if applicable), and how consumers can contact the message sender. A compliant Privacy Policy for 10DLC messaging should include the points below to help ensure that campaign registration and vetting are successful.

Please also ensure you link to your privacy policy and terms and conditions in the Campaign Details section when registering your campaign. This will allow for quicker location of these items, resulting in a more streamlined vetting process.

## Consent

When a campaign is being vetted, the language presented in a sender's Privacy Policy is heavily scrutinized to ensure the message sender doesn't improperly claim to have the consumer's consent to share end-user data with third parties for marketing purposes. While it's permissible for a business to share end-user data essential for business operations, the fundamental practice of sharing data to sell consumer information (leads) to third parties is a prohibited campaign type and will be rejected.

Privacy Policies are reviewed during vetting to ensure consumer data isn't transferred among various organizations. To successfully address these requirements, we recommend adopting and including a process in the Privacy Policy that demonstrates senders will refrain from sharing information consumer data. Example: "Mobile information will not be shared with third parties/affiliates for marketing/promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties."

# Opt-Out instructions

Message senders must acknowledge the consumer's right to opt out of a messaging campaign to ensure that message recipients' consent remains intact. The Privacy Policy must also include instructions on how to opt out of future communications.

Example: "If you wish to be removed from receiving future communications, you can opt-out by texting STOP."

Broadvoice cannot provide guidance on what is legally required within a Privacy Policy. It's the responsibility of the message sender and their provider to research and ensure the Privacy Policy meets TCPA laws and individual carrier compliance requirements. For new, non-established brands entering the messaging space, there are online resources that can help you develop the required operational processes and Privacy Policy templates that will fit your business's unique needs.

**If you're using online resources, your Policy, Practices, and Procedures must still include the above SMS disclosures and functions. Failure to adopt these practices may result in receiving a registration and vetting rejection (i.e., "805 - Compliant privacy policy is required on website").**

# Terms & Conditions

Message senders are required to make compliant Terms & Conditions available to their consumers/recipients. Often, the Terms and Conditions are found on a brand's website.

The Terms and Conditions page must contain the following details:

- Brand name
- Types of messages the consumer can expect to receive
- Message frequency disclosure
- "Message and data rates may apply" disclosure
- Customer care contact information (Text HELP for help, contact [email address] for support, etc.)
- Opt-out information (Text STOP to cancel)

An example might look like this:

"Messaging Terms and Conditions: You agree to receive informational messages (appointment reminders, account notifications, etc.) from [Company Name]. Message frequency varies. Message and data rates may apply. For help, reply HELP or email us at [email address]. You can opt-out at any time by replying STOP."

# Step 3 – Associating Phone Numbers

For each campaign, you will need to associate the phone numbers that will be sending messages to the users. To associate phone numbers, click on the Associate Numbers on the right of the campaign in the Actions Column. This will display a list of phone numbers associated with the account. Select which numbers will be used during the campaign.

Number	Campaign Id	Actions
	Unassigned	<a href="#">Assign campaign</a>
	Unassigned	<a href="#">Assign campaign</a>
	Unassigned	<a href="#">Assign campaign</a>
	Unassigned	<a href="#">Assign campaign</a>
	Unassigned	<a href="#">Assign campaign</a>
	Unassigned	<a href="#">Assign campaign</a>
	Unassigned	<a href="#">Assign campaign</a>
	Unassigned	<a href="#">Assign campaign</a>
	Unassigned	<a href="#">Assign campaign</a>

There is no fee per phone number to assign or unassign a phone number with a campaign.

**A single campaign can only use 49 phone numbers. If you use more than 49 numbers, you will need multiple campaigns.**



# FAQs

## **I am a small business; do I still need to register?**

Yes, TCR registration is required regardless of business size or how you will be using SMS. You will also need an EIN. The TCR recently removed the Sole Proprietor option from the entity list and now requires all businesses to have an EIN.

## **What if I don't send messages?**

TCR registration is not required if your business is not currently messaging, and not registering for TCR will not impact any services outside of messaging.

## **What is the difference between MMS and SMS?**

If you send messages without media, such as images or audio clips, they will be sent as SMS. MMS stands for Multimedia messages.

## **What do I need to do?**

Broadvoice customers must register all phone numbers used to send text messages to comply with new US wireless service provider regulations. Unregistered phone numbers may lose the ability to send text messages until they are registered.

## **Why do I need to register my business phone number?**

Register your phone number today to ensure the deliverability of your text messages and prevent your caller ID from appearing as spam.

# FAQs

## **Do I have to register my Bubble phone numbers?**

Yes, the process is the same for Bubble and b-hive.

## **What if I don't register my phone number?**

If you fail to register your campaign and phone numbers, the mobile carriers or the TCR could block your messages and phone numbers as non-compliant or non-registered.

## **What happens after I register?**

The registration process takes 3 to 5 business days. During that time, you can continue using SMS messaging. Once the registration is successfully completed, you will receive an email confirmation, and your status will be shown in b-hive for the registered campaign.

## **What are messaging guidelines?**

Broadvoice wants our customers to be active participants in the SMS ecosystem, which follows CTIA Messaging Principles and Best Practices. Broadvoice customers should monitor and prevent unwanted message content, which includes:

- Unlawful, harassing, violent, abusive, or defamatory language
- Deceptive or misleading messages and links, such as phishing
- Endangers public safety
- Includes threats or intimidation messages
- Threatens harm, violence, hate, or discrimination
- References illegal activity
- Contains malware

# FAQs

## **Does Broadvoice charge any fees for campaign registration and SMS campaigns?**

TCR charges various fees to manage these registrations, as do SMS aggregators, mobile carriers, and third-party vetting services required by the carriers for specific use cases or SMS traffic volumes. Broadvoice does not charge additional fees or more than the cost that TCR and carriers charge when you register.

As of May 5, 2023, the fees are as follows:

- Brand Registrations/Re-vetting (once per submission) - \$6
- Campaign Registrations (once per submission) - \$15
- Campaign Maintenance (monthly) - \$10

## **What types of business verticals are accepted and recognized by the TCR?**

For Brand Registration purposes, the TCR recognizes a list of only 23 business verticals, which can sometimes make it difficult for businesses to determine which vertical is the most accurate or appropriate for their brand. If you do not see your specific business in the list below, please use your best judgment from the examples available on the following pages.

# FAQs

## Business Vertical Examples:

- Agriculture - Extermination/Pest Control, Farming, Fishing/Hunting, Landscape Services
- Construction, Materials, and Trade Services - AC & Heating, Architect, Building Construction/Inspection, Contractor, Equipment Rental, Plumbing, Repair/Maintenance/Remodeling
- Education - Child Care Services, College/Universities, Elementary & Secondary Education, GED Certification, Private Schools, Real Estate Schools, Technical Schools, Trade Schools, Tutoring Services, Vocational Schools
- Energy and Utilities - Conservation Organizations, Environmental Health, Land Surveying, Oil & Gas Distribution, Oil & Gas Extraction/Production, Pipeline, Water Well Drilling
- Entertainment - Music Production, Sports Production, Film Production
- Financial Services - Banking Service, Brokerage Firm, CPA Firm
- Gambling and Lottery - Casino, Off-track Betting
- Government Services and Agencies - Commodity Credit Corporation (CCC), Corporation for National and Community Service (AmeriCorps), Corporation for Public Broadcasting, Export-Import Bank of the United States, Federal Agricultural Mortgage Corporation, Federal Crop Insurance Corporation (FCIC), Federal Deposit Insurance Corporation (FDIC)
- Healthcare and Life Sciences - Child/Youth Services, Chiropractic Office, Dentistry, Emergency Medical Services, Emergency Medical Transportation, Hospitals
- Hospitality and Travel - Travel Agency, AIRBNB/Lodging Rentals, Restaurant/Bar Business, Hotel

# FAQs

## Business Vertical Examples:

- HR, Staffing, and Recruitment - Staffing Agency, Human Resources Agency, Headhunter Business
- Information Technology Services - Cloud Services, Backup and Disaster Recovery, Network Security, Help Desk Support, IT Consulting, IT Management, IT Support, IT Solutions
- Insurance - Personal Auto Insurance, Commercial Auto Insurance, Personal Property Insurance, Commercial Property Insurance, Life Insurance, Health Insurance
- Legal - Attorney/Law Firm, Bail Bonds, Court Reporting
- Manufacturing - Manufacturing Plant, Automotive Business, Bakery, Shoemaker, Tailor, Product Manufacturing, and Distribution
- Media and Communications - Radio Station, Television Station, News Organization
- Non-Profit Organization - Non-Profit Religious Organization, Non-Profit Educational Organization, Non-Profit Charity Organization, Non-Profit Scientific Organization, Non-Profit Literacy Organization, Any Organization Legally Classified as 'Non-Profit'
- Political - Political Campaigns, Political Awareness Organizations
- Postal and Delivery - Courier Service, Postal Service, Delivery Service
- Professional Services - Animal Boarding, Barber Shop, Beauty Salon, Diet Center, Dry cleaning/Laundry, Event Planning, Fitness Center, Florist, Janitorial/Cleaning Services, Massage/Day Spa, Nail Salon, Personal Assistant, Photography, Tanning Salon, Cremation/Funeral Services, Drug Screening, Locksmith, Security Services

# FAQs

## Business Vertical Examples:

- Real Estate - Home Inspection, Interior Design, Manufactured Housing, Mortgage Company, Property Management, Real Estate Broker/Agent, Warehouse/Storage
- Retail and Consumer Products - Grocery Store, Drug Store, Department Store, Convenience Store, Online Vendor
- Transportation and Logistics - Air Transportation, Boat Services, Limousine Services, Taxi Services, Towing, Truck Transportation

## What types of use cases are not allowed by the TCR?

- High-Risk Financial Services - Payday loans, Short-term/high-interest loans, Auto/mortgage/student loans, Debt collection, Gambling/sweepstakes, Stock alerts, Cryptocurrency
- Get Rich Quick Schemes - Deceptive work-from-home programs, Risk investment opportunities, Multi-level marketing
- Debt Forgiveness - Debt consolidation, Debt reduction, Credit repair programs
- Job Postings - Exceptions permitted if the message sender is the one doing the hiring
- Controlled Substances - Cannabis, CBD & hemp products, All schedule 1 & 2 drugs, Tobacco, and vape
- Other Disallowed Use Cases - Phishing, Pornography, Profanity or hate speech, Fraud or scam, Deceptive marketing, Lead generation (All affiliate marketing must be carrier approved), Referral or reseller campaign



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