TCR Registration Checklist

This document provides a checklist of steps and examples of language designed to meet carrier industry requirements when submitting your text messaging (SMS) TCR registration. These examples are for illustration only and don't constitute legal advice. Please consult your legal counsel for language that fits your business needs. Following this guide does not guarantee successful TCR registration. However, failure to provide the following requirements WILL result in your SMS campaign being denied registration.

Business Verification

Verify the required registration information.

☐ Tax ID/EIN Your 9-digit tax ID from the IRS SS4 form.
☐ Your Doing Business As (DBA) name, if it is different from your legal business name.
☐ Physical address that matches your IRS SS4 form.
☐ Legal business name that matches your IRS SS4 form.

Check your Privacy Policy

☐ Include a link to your Privacy Policy on the website.
☐ Make sure the Privacy Policy clearly states:
- what personal information is collected.
- how the collected information is used.
- whether (and how) the consumers opt-in information is shared.
☐ Include a statement similar to this example:
- *No mobile opt-in or text message consent will be shared with third parties or affiliates for marketing purposes.*
☐ Make sure the Privacy Policy is easily accessible and prominently placed on web forms. As best practice, also include a link to the Privacy Policy in the footer of every page on your website.

Check your SMS Terms of Service

☐ Include the Terms of Service within your Privacy Policy or include it as a standalone document.
☐ Specify the types of messages sent.
☐ Include a statement similar to this example with standard disclosures:

> *"If you consent to receive <types of messages - i.e. conversational, informational, promotional, etc.)> SMS from [Business Name], you agree to receive [types of messages, must be consistent with selected use case] SMS from us. Reply STOP to opt-out; Reply HELP for support; Message & data rates may apply; Messaging frequency may vary. Visit [Privacy Policy URL] to see our Privacy Policy and terms and conditions."*

Check your website contact form

Obtaining SMS opt-in consent using a website form (i.e. "Contact Us"):

☐ Include a checkbox for SMS consent next to any phone number field.
☐ Make sure the consent checkbox is optional and unchecked by default.
☐ The consent language should include language similar to this example:

> *"I consent to receive <types of messages - i.e. conversational, informational, promotional, etc.)> SMS from [Business Name]. Reply STOP to opt-out; Reply Help for support; Message and data rates apply; Messaging frequency may vary. [Must include the link to your Privacy Policy>"*

Note: The example consent language in this section is provided as a suggestion, please consult your Legal counsel for approved language.