

# 10 DLC New Vetting Requirements

Effective **November 6, 2024**, there will be updated requirements for several fields when submitting 10DLC campaigns. In order to ensure the most success for vetting, please make sure your campaigns follow these new requirements.

## What do I need to do?

Ensure that your campaigns have the following new elements:

- **Campaign and Content Attributes**
  - **Subscriber Opt-in:** Provide the opt-in keywords if applicable. 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.
  - **Subscriber Opt-out:** Provide the opt-out keywords. The Opt-out Message is required to contain the following details: Brand name and confirmation the consumer will receive no further messages.
  - **Subscriber Help:** Provide the Help keywords. 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.
- **Campaign Description**
  - Messaging frequency needs to be disclosed.
  - If donations are collected, it must be clearly stated.
- **Message Flow/Call to Action (CTA) (Opt-In)**
  - Provide the specific link, written form, or screenshot of the opt-in form.
  - Use the “CTA (Call-to-Action), Privacy

Policy and/or Terms and Conditions Multimedia Upload" field to attach the screenshot, if applicable.

- If Verbal Opt-in is collected, please add the script that describes the opt-in flow.
  - The script must contain the following disclosures: "Brand name, types of messages being sent, message frequency disclosure, "message and data rates may apply" disclosure, HELP information, STOP/opt-out information, and a link to the Privacy Policy and Terms & Conditions"
- Phone Numbers cannot be a required field on the website where opt-in is collected. The only way it can be required if text messaging opt-in is the only use of the form.
- Please note the campaign vetting review will be on the Call to Action/Message Flow field AND the Call-to-Action disclosure provided at the actual opt-in collection.

- **Privacy Policy and Terms and Conditions**

- Provide the Privacy Policy URL in the Privacy Policy Link field.
- Provide the Terms and Conditions URL in the Terms and Conditions Link field.
- If you do not have your Privacy Policy and Terms and Conditions accessible via a public URL, please upload a PDF or document version of these files in the CTA (Call-to-Action), Privacy Policy and/or Terms and Conditions Multimedia Upload.
- Privacy Policy must include a disclaimer that no mobile opt-in will be shared with third parties for marketing purposes.
- Terms of Service must have an SMS disclosure that includes the brand name, types of messages consumers can expect to receive, message frequency

disclosure, “message and data may apply” disclosure, privacy policy links, and opt-out instructions.

- **Sample Messages**

- Sample Messages must correspond to the registered use case. If a campaign is registered under multiple use cases (mixed), a sample message for each use case should be provided.
  - For example, if you register under the marketing use case, state in the description the use of texts for promotional purposes and the sample message should reflect a typical marketing message you would send.