

Privacy Policy Guide

As you prepare for 10-Digit Long Code (10DLC) registration, one of the four non-negotiable requirements is a compliant Privacy Policy. This guide breaks down the essential elements your policy and website forms must include to ensure successful brand and campaign registration.

Accessibility and Location

Your Privacy Policy page must be clearly visible and easily accessed on your active website.

Common locations for your Privacy Policy link include the footer (bottom) of your website, or a selection on your main navigation menu.

Core Content Essentials

A standard privacy policy describes how you collect and use personal information.

- How you collect information: State how you may collect personal information (e.g., when a request for an appointment is made, by calling, or using a “Contact Us” form on the website).
- How you use the information: Explain what this information is used for (e.g., to schedule a service, send updates, provide customer care).

Critical Compliance Statements

For 10DLC registration, carriers are extremely strict and specifically check for two factors. Your policy must explicitly include these exact statements for compliance.

1. Non-Sharing Clause for Text Messaging

- The policy must clearly state that contact information is not shared or sold to third parties for text messaging purposes.
- Example Verbiage: “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.”

2. Opt-Out Instructions

- Your policy must clearly provide instructions for recipients to opt out of receiving text messages.
- Example Verbiage: “If you wish to be removed from receiving future communications, you can opt out by texting STOP.”

Mandatory Opt-in Requirements

Carriers have updated the requirements for how you collect consent on your website. To meet these standards, your opt-in methods must include the following:

- **Optional Checkboxes:** The checkbox for text messaging must be optional and cannot be a required field to submit a form.
- **Stand-alone Consent:** Consent for text may not be combined with any other form of communication. If you list “agree to be contacted via phone, email, and text,” you must split text into its own checkbox or remove the other communication types entirely.
- **Required Disclosures:** Your opt-in language must include your company name, a description of the messages, a note that frequency varies, and the “message and data rates may apply” disclosure.
- **Direct Links:** You must provide direct links to your Privacy Policy and Mobile Terms of Service at the point of consent.
- **Example Opt-in Verbiage:** “By checking this box, I agree to receive text messages at the number provided from [Company Name] regarding [Use Case]. Message frequency may vary. Message and data rates may apply. Text HELP for help and STOP to opt out. Privacy Policy and Mobile Terms of Service can be found here [Link].”

SMS Terms

Carriers also require a specific “SMS Terms” section (this can be part of your Privacy Policy or a separate page). To pass review, please ensure it includes:

- **Company Name:** Your business name must be clearly stated.
- **Description of the type of messages users can expect when they opt-in:** (Ex: After opting in to receive SMS notifications, you may receive messages about appointment notifications, follow ups and reminders.)

STOP and HELP Instructions:

- (Ex: You can cancel the SMS service at any time. Just text “STOP”. After you send the SMS message “STOP” to us, we will send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us. If you want to join again, just sign up as you did the first time and we will start sending SMS messages to you again)
- (Ex: If you are experiencing issues with the messaging program you can reply with the keyword HELP for more assistance, or you can get help directly at {support email address or contact number}.)

Here are a few other example statements that must be included in your SMS Terms:

- “Carriers are not liable for delayed or undelivered messages”
- “As always, message and data rates may apply for any messages sent to you from us and to us from you. Message frequency may vary. If you have any questions about your text plan or data plan, it is best to contact your wireless provider.”
- “If you have any questions regarding privacy, please read our privacy policy: {link to privacy policy}”

*Added if the Privacy Policy is separate from the SMS Terms

Important: We cannot provide legal advice or guarantee approval with specific verbiage. The examples provided are guidance from our carrier partners to assist you in meeting the requirements for 10DLC registration.