

## Campaign Registry Application Form for SMS Service

Dear Customer,

As per the new guidelines related to SMS Campaign service by industry carriers, it is mandatory to fill the application form by agreeing below terms & conditions:

Legal Company Name	
Country of Registration	
TAX number ID/EIN	
Address /Street	
City	
State/Region	
Postal code/ZIP code	
Vertical (Type of company industry)	

**Please check the box below as per your requirement**

☐ SMS Service up to 49 Numbers

☐ SMS Service for 50 & above Numbers

**Fees:**

NRC \$50

MRC \$2 - \$30 Based on Use Case  
per month on the entire account  
refer below table

**Fees:**

NRC: \$50 + pooling request \$100 = \$150

MRC \$2 - \$30 Based on Use Case  
per month on the entire account  
refer below table

**Please select your intended Use Case from the below table, Based on your selected below Use Case, Monthly Fee will be charged on the entire account. Using any other Use Case apart from the selected then a penalty of \$1000 per incident is applicable.**

Select the Use Case	USE CASE		Select the Use Case	Special Campaign Type USE CASE	
	TCR	MONTHLY FEE		TCR	MONTHLY FEE
<input type="checkbox"/>	2FA	\$10	<input type="checkbox"/>	Agents and Franchises	\$30
<input type="checkbox"/>	Account Notification	\$10	<input type="checkbox"/>	Carrier Exemptions	\$10
<input type="checkbox"/>	Customer Care	\$10	<input type="checkbox"/>	Charity	\$3
<input type="checkbox"/>	Delivery Notification	\$10	<input type="checkbox"/>	Emergency	\$5
<input type="checkbox"/>	Fraud Alert Messaging	\$10	<input type="checkbox"/>	K-12 Education	\$10
<input type="checkbox"/>	Higher Education	\$10	<input type="checkbox"/>	Political	\$10
<input type="checkbox"/>	Low Volume Mixed	\$2	<input type="checkbox"/>	Proxy	\$10
<input type="checkbox"/>	Marketing	\$10	<input type="checkbox"/>	Social	\$10
<input type="checkbox"/>	Mixed	\$10	<input type="checkbox"/>	Sole Proprietor	\$0.75
<input type="checkbox"/>	Polling and voting	\$10	<input type="checkbox"/>	Sweepstake	\$10
<input type="checkbox"/>	Public Service Announcement	\$10	<input type="checkbox"/>	Platform Free Trial	\$0
<input type="checkbox"/>	Security Alert	\$10	<input type="checkbox"/>	UCaaS High Volume	\$10
			<input type="checkbox"/>	UCaaS Low Volume	\$2

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**SMS MRC Fee: \$2 per user/month for 200 Messages per month**

Example if you have 10 numbers the total will be (200X10) 2000 allowed messages on whole account

Number of characters in a message should not exceed 160 letters (This is intended for person-to-person messaging)

By checking the boxes below, I agree to the following terms & conditions:

☐ I agree to pay the specified monthly fee based on the selected Use Case for the entire account.

☐ I agree to pay a \$1000 penalty per incident if using any other use case apart from selected.

☐ I agree to pay both the SMS Campaign Registry & SMS MRC Fee.

☐ I agree to pay a \$1000 penalty per incident for Program Evasion.

- Provisioning new numbers to evade compliance: Attempting to use new 10DLC numbers to continue to send SPAM messages if another number is suspended or deactivated
- Snowshoeing: An account may not utilize any technique to spread messages across many source 10-Digit Long Code Numbers, specifically to dilute reputation metrics and evade spam filters
- Approved Content evasion: An account may not send message content, using a 10-Digit Long Code Number and campaign ID, that differs from the information provided for an approved campaign service during registration.

☐ I agree to pay \$10,000 penalty per incident if in case I or My Company or Employees is involved accidentally or Voluntarily using SMS Campaign for Social marketing, Collections, Financial services, whether account notifications, marketing, collections, or billing i.e. High-risk/subprime lending/credit card companies, Auto loans, Mortgages, Payday loans, Short-term loans, Student loans, Debt consolidation/reduction/forgiveness, Insurance, Car Insurance, Health Insurance, Gambling, Casino, and Bingo, Gift cards, Sweepstakes, Free prizes, Investment opportunities, Lead generation, Recruiting, Commission programs, Credit repair, Tax relief, Illicit or illegal substances (including Cannabis), Work from home, Get rich quick, UGGs and RayBan campaigns, Phishing, Fraud or scams, Cannabis, Deceptive marketing, SHAFT: Sex, Hate, Alcohol, Firearms or Tobacco. Due to high volumes of consumer complaints, messages containing the following content are marked as content violation and may be blocked by carriers if sent over messaging, regardless of opt-in status.

By my signature, I acknowledge that I have read, understand, and agree to the SMS Campaign Registry fee, Monthly SMS fee, Usage, Penalty & Policies.

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