

Meta App, WhatsApp Business Cloud API, and Meta Business Manager Verification Requirements

1. Meta Business Manager Verification

To verify your Meta Business Manager (Meta Business Center), you must submit documents proving your business identity and address.

Required Documents:

- Proof of Business Legal Name (any one of):
 - Business registration certificate
 - Certificate of incorporation
 - Business license or tax certificate
 - Articles of association
 - Government-issued business ID
- Proof of Business Address or Phone Number (any one of):
 - Utility bill showing business name and address
 - Lease or rental agreement
 - Bank statement showing business name and address
 - Official letterhead with business address and contact
- Optional but recommended:
 - Official business email (e.g., info@yourcompany.co.ls)
 - Active business website
 - Facebook Page or Instagram Account linked to your business

2. Meta App Verification

Your Meta Developer App must be verified to use the WhatsApp Business Cloud API. Verification confirms your business identity and data handling compliance.

Required Information & Documents:

- Verified Meta Developer account
- Linked verified Meta Business Manager account
- Official business email (not Gmail/Yahoo)
- Privacy Policy URL hosted on your website
- Data deletion instructions URL
- Business contact details (address, phone, email)
- Description of how your app uses WhatsApp API

3. WhatsApp Business Cloud API Verification

Once your business and app are verified, you can activate the WhatsApp Business Cloud API in Meta for Developers.

Steps and Required Items:

- WhatsApp Business Account (WABA) created in Meta Business Manager
- Linked verified Meta App
- Business phone number (can be new or existing)

- Phone number verification via SMS or voice call
- Approved message templates (for outbound messages)
- Optional: Multiple phone numbers for team or departmental use

Conclusion

Ensure that your business details (name, address, and registration number) match across all documents and Meta platforms. Consistency speeds up verification and approval for WhatsApp Business Cloud API access.