Please fill out the following and return to your Sinch Account Manager.

If any required fields are missing, we will not be able to process your request.

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| --- | --- | --- |
| **Required** | | |
| 1. **Messaging Provider** | (This is the name of the company who is sending the messages, not necessarily the content creator.) | |
| 1. **Business Name** | (The name of the company who will be responsible for the content of the message. The name that will be on the MT, HELP, or STOP MT message) | |
| 1. **Business Registered Address** | **Address (include city, state, zip code):**  (If international, then provide the local address of the company and include the country.) | |
| 1. **Business Contact** | **First Name:** | **Last Name:** |
| 1. **Business Contact Information** | **Contact Email:** | **Contact Phone:** |
| 1. **Number(s) and Estimated Volume** | What is the TFN number they are either bringing with them, or procuring through Sinch?  What is the estimated volume, per month, they will have on the TFN(s)?  Is the volume existing, or is it projected? | |
| 1. **Summarize the use-case and provide sample content messages** | Explain what the program is? Do not just say “alerts”. Explain exactly what service the program is providing to it’s customers.  Supply several sample messages. Check out the SI Compliance page where it talks about mandatory language to be included in messages. Company name, opt-out info are just two examples of information needed in this section. Do not submit this form without this information. It should be kicked back to you, asking for it. | |
| 1. **How will consumers be opting in to SMS programs on this toll-free/long number?** | Very simple. How will consumers opt-in to the program. Don’t write in here – over the website, or over the phone. Write in here, which website, do they login to the website, what will be presented to them once their in the website. Include a screenshot if possible. If they’re opting in over the phone, is there a script that the agent will be using to opt people in, if yes, provide it. Give more information here, than less. | |
| 1. **Will the text messages be advertising or promoting a commercial product or service?** | Yes  No  Unsure | |
| 1. **Was this traffic previously on another messaging service?** | New to Messaging  Short-Code  Long-Number | |
| 1. **If previously on another messaging service, please provide sample content and numbers** | **Content:** (if they have it, provide sample MT messages, HELP, STOP language.) | **Number(s):** |
| 1. **Where is the number published?** | Where is a consumer going to see the TFN? If they have an example of where it’ll be advertised, send in a screen shot with the form. | |
| 1. **Fortune 500 or 1000 company?** |  | |
| 1. **Corporate Website** |  | |
| 1. **Call to Actions (in the messaging** | **URLs:** Will there be any URL’s included in the messages? This is important because we’ll be able to relay if this will potentially be blocked due to the URL. | **Numbers:** Are there any telephone numbers being included in the messages? If so, outline them here. |