verification by WhatsApp as a part of the template approval.

- In order to speed up Template approvals, WhatsApp has made it mandatory to add sample values for variables within a template.

Opt-in requirements for WhatsApp

A user must first consent to receive messages in WhatsApp by opting into them via a third-party channel. This can be any channel your business uses to communicate with people today such as — your website, mobile app, missed call, IVR, email, SMS, retail location, contact center and WhatsApp session-based messages.

- The opt-in must be an explicit i.e., triggered by a user action, such as entering a phone number or ticking a checkbox to indicate consent.
- Clear opt-in messaging so that a user knows what types of messaging the person is signing up for.
- Opt-ins must be maintained by the business and should be produced if WhatsApp requests for this information.
- Session based OPTINs are permitted. i.e., during the session message, the customer can express explicit consent to receive notifications from a brand. However please note, customer initiating a conversation on WhatsApp cannot be considered as an opt-in. If the user sends any message, brand can ask them if they are interested to opt in and post explicit consent from user, it can be considered as opt-in.

Customer support on WhatsApp

To respond back to customer queries sent on WhatsApp, the business can use the API to send messages but only during the Customer Care Window (see below).

- User need not have opted in to receive these customer support replies.
- Such customer support replies can be free text and are non-templated.
- Such customer support replies must only include customer solicited information. These messages cannot be of the below nature:
  - recommendations of other similar products (that would be cross-sell)
  - Re-engagement with offers or promotional codes on products and services.

Customer Care window

The business can reply to a customer's query on WhatsApp only within 24 hours from the customer's last message on WhatsApp ("Customer Care Window"). If the business attempts to send a message after the Customer Care Window has elapsed, the message will fail unless the message is a notification message i.e., is a pre-approved template and that customer has opted in to receive notifications from the business.

Button message templates

The Interactive Message Templates feature in WhatsApp Business API allows you to add buttons in message templates that can be used with customized call to action buttons and quick replies. Buttons