

## Watertight Text Messaging Registration/Compliance Checklist:

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### 1. Opt-In wording requirements

Ensure that **all** your website forms that collect phone numbers have the following information as a disclosure. Most people include it all in a single giant paragraph of text right underneath the “Agree & Submit” button. **If any of them are missing, the texting campaign will get rejected:**

- Brand name
- Types of communication. *Example: “We may contact you via SMS for customer care, account notifications, delivery reminders, and marketing”*
- Message frequency disclosure. *Example: “Messages will be sent at any time and any frequency.”*
- Message and data rates may apply. *Example: “Standard message and data rates may apply.”*
- Help information. *Example: “For assistance, text HELP to \_\_\_\_ - \_\_\_\_ - \_\_\_\_ or email \_\_\_\_@\_\_\_\_.com.”*
- Opt-out information. *Example: “To opt out, text STOP”*
- **Link** to Privacy Policy
- **Link** to Terms and Conditions

Example: By entering your information above and clicking "Agree & Submit", you agree to BRAND's [privacy policy](#) and [terms of use](#), and that we may contact you via SMS for customer care, account notification, delivery notifications, and marketing at the phone number you provided. Standard message and data rates may apply. Msg frequency varies. For assistance, text HELP. To opt out, text STOP.

### 2. Ensure you have a valid privacy policy on your website

You must include a disclaimer that you at least don't share phone numbers with third parties.

Example: “Your phone number information will not be shared with third parties.”

### 3. Ensure you have Terms and Conditions on your website with:

- Types of messages you can expect to receive.
- Message frequency and cadence.
- Notification of standard message and data rates.
- Privacy Policy link.
- HELP instructions for assistance.
- Opt-out instructions

Example section in terms of use: "Concerning texting communications (SMS/MMS), we may text you regarding customer care, account notification, delivery notifications, and marketing. Text frequency varies. The language of our texts will be in english. Standard message and data rates may apply. Our privacy policy can be found here: \_\_\_\_\_. You may find help regarding texting procedures by texting "HELP" to \_\_\_\_\_. You can unsubscribe from our texting communications by texting "STOP" to any of our phone numbers that communicate with you."

**Sample Privacy Policy (as it relates to messaging. You'll need the rest of your other privacy policy information)**

**1. Collection of Information**

[Brand Name] is committed to protecting your privacy and ensuring transparency in how we communicate with you via messaging services, including SMS, MMS, and other mobile messaging channels.

We collect personal information from you only on a voluntary basis when you fill out a contact form. This information may be used by us to contact you for the purposes of providing you with product information or service, or for processing an order.

**2. Sharing of Information**

Your contact information (including phone #'s and emails) will **not** be shared with third parties.

**3. Terms and Conditions**

Our Terms and Conditions include detailed disclosures about the use of any of our services and applications. They can be found here: \_\_\_\_\_.

**4. Consumer Rights and Responsibilities**

By opting into our messaging services, you acknowledge and agree to the terms outlined above. You may opt out at any time by texting STOP to \_\_\_\_-\_\_\_\_-\_\_\_\_. For assistance, text HELP to \_\_\_\_-\_\_\_\_-\_\_\_\_ or email \_\_\_\_\_.

**5. Updates to this Privacy Policy**

We may update this Privacy Policy from time to time. Any changes will be communicated via an updated policy on our website.