

How Do I Register a Brand?

1. From your CSP Dashboard click **Add new brand**.
2. In the Brand Details section, fill in the brand information.
3. Select a Brand Relationship level for the brand.
4. In the Contact Details section, enter the support email and support phone number for your brand.
5. Check the **I agree to the Terms & Conditions** box and click **Continue**.
6. Brand information will be displayed on the next page. At this point, you can begin registering Campaigns on behalf of the registered brand. See section below named *Brand Identity Verification*.

Maximum Number of Brands

A default maximum number of 1000 Brands can be registered for new CSPs. Please contact support@campaignregistry.com if you plan to register more. In the email, please specify your CSP ID and how many brands you need to register so we can increase accordingly.

Information Needed

Important Notes

The legal name is the official name of the entity as registered with the government. The DBA is the name under which the business operates publicly. For further clarification, see the section below named *How to Enter the Correct Tax ID*, where the SS-4 document shows the legal name highlighted in a red box.

- **PRIVATE_PROFIT**

A PRIVATE_PROFIT company is a business owned by private individuals or groups that does not offer its shares to the public. When registering these entities, a legal company name, country of registration, Employer ID Number (EIN)/Tax ID, address, vertical, and contact details are required. While optional, it is strongly recommended to fill out the website/online presence field. We accept registrations for private companies from many different countries.

- **PUBLIC_PROFIT**

A PUBLIC_PROFIT is a publicly traded company/corporation whose shares are traded openly on stock exchanges, making ownership available to the general public. When registering these entities, a legal company name, country of registration, Employer ID Number (EIN)/Tax ID, address, website, vertical, stock symbol, stock exchange, and contact details are required. We accept registrations for public companies from many different countries.

Note: PUBLIC_PROFIT companies must enter a Brand Contact Email Address as part of their registration. When applying for an Auth+ or RBM vet, this contact will receive a Two-Factor Authentication (2FA) email in order to confirm their brand association. A PUBLIC_PROFIT brand can't create new campaigns until the 2FA verification process is complete.

- **NON_PROFIT**

A NON_PROFIT organization is an entity that operates for charitable purposes and does not distribute profits to its members or directors. When registering these entities, a legal company name, country of registration, Employer ID Number (EIN)/Tax ID, address, vertical, and contact details are required. While optional, it is strongly recommended to fill out the website/online presence field. We only accept non-profit registrations from US-based non-profit organizations, or non-profits with a US EIN. If you are registering a non-profit entity from outside of the US, please register them as a private company.

- **GOVERNMENT**

A GOVERNMENT entity is an organization operated by a governmental body at any level (local, state, or federal). When registering these entities, a legal company name, country of registration, Employer ID Number (EIN)/Tax ID, address, vertical, website, and

contact details are required. We only accept government entity registrations from US government entities. For government entities outside the US, please register them as private companies.

- **SOLE_PROPRIETOR**

A SOLE_PROPRIETOR is a small business or individual in the US and Canada that DOES NOT have an EIN (see more information in section 14). When registering these entities, a DBA or Brand name, country of registration, full address, reference ID (a unique identifier of the client in the CSP database), first name, last name, email, and telephone number are required. While optional, it is strongly recommended to fill out the website/online presence field. We only accept sole proprietor registrations from the US or Canada. For more information on registering sole proprietors, see the section below named *Sole Proprietors (SP) - Requirements*.

Brand Relationship

The "Brand Relationship" level reflects the history and trust you have with a specific brand. Please select the option that best describes your relationship with the Brand that you are registering. Brand Relationship does not impact any MNO or TCR terms.

- **Basic Accounts**

Accounts with no business history with the CSP.

- **Small Accounts**

Small Accounts or accounts with some business history with the CSP.

- **Medium Accounts**

Medium Accounts with good standing with the CSP and solid business history.

- **Large Accounts**

Large Accounts with a dedicated account manager, highly trusted.

- **Key Accounts**

Accounts with strategic value and a dedicated account team.

Support Contact Details

In the Support Contact Details section, the CSP should enter the support email and support phone number that CSPs, DCAs, and MNOs should use to contact **the brand** regarding any issues. These may be different from what is provided to consumers for help in the Help message response.

Business Contact Details

If the brand is a publicly traded company, a Business Contact Details section will appear. The CSP should enter the email address of a brand business contact who will receive a 2FA email to complete brand verification. Validation is performed when submitting this email address. Personal and free email addresses will not be accepted (i.e., anything ending in gmail.com or outlook.com). Also, the email address cannot be a list address (e.g., sales@mybrand.com or marketing@mybrand.com). For more information, please refer to the [Authentication+ document](#) in the [Documentation & FAQ](#) tab.

Notes:

- Campaigns cannot be created for PUBLIC_PROFIT brands until they have completed the 2FA verification process.
- While not necessary for brand verification, a business contact email address is required for RBM vets. For more information, please refer to the [RBM vetting document](#) in the [Documentation & FAQ](#) tab.

Brand Identity Verification

After Brand Registration is carried out, each brand will automatically go through an Identity Verification process. We validate the EIN, Legal Company Name and Legal Company Address with third party independent sources and confirm the existence of the brand with an Identity Status. The Identity Status will be displayed on the Brand Details page immediately after registration. Identity Verification is a crucial step for each registered brand, and it is imperative that correct and up-to-date information be entered to allow for swift verification.

Brand verification may also recognize and display one of the following Tax Exempt Statuses for registered Non Profit organizations: 501(c) (3/4/5/6). If a 501(c)(3/4/5/6) Non Profit organization is verified, but their Tax Exempt Status could not be found, an appeal or vetting will be needed in order for the correct Tax Exempt Status to be displayed.

There are three possible Identity Statuses: VERIFIED, UNVERIFIED, and VETTED_VERIFIED.

- **VERIFIED:** A VERIFIED status is a requirement to register campaigns and send messages on 10DLC. This status means that the brand's identity was confirmed, and you can now register campaigns for that brand.
- **UNVERIFIED:** An UNVERIFIED status means that the brand was not able to be verified using the information entered. This could be due to several reasons, but the number one reason is the Legal Company Name and EIN do not match what is filed with the Federal Government. In order to move the brand to a VERIFIED status, you must correct the information and resubmit the brand. Each resubmission. Each resubmission incurs a fee (see [TCR Fees and Pricing](#) for details). Campaigns cannot be created for a brand in this state.

Note: For international brands (from outside of the US), the initial Brand Verification process is often insufficient to move a brand to the VERIFIED status. If you have an international brand that is UNVERIFIED, assuming all of the brand details are correct, an identity status appeal will be needed for the brand to pass verification and move to a VERIFIED status. For more details, see the [Appealing Identity Status & Standard Vet](#) section.

Unverified brands cannot register 10DLC campaigns and have to obtain either the VERIFIED or VETTED_VERIFIED status if they wish to do so. These are the options available:

1. Any UNVERIFIED brand can be updated and resubmitted for verification both via the API and CSP portal on the Brand Details page (see [TCR Fees and Pricing](#) for details).
2. Any UNVERIFIED brand can request an appeal of their unverified status. Additional documentation should be provided to support the appeal. See [Appealing Identity Status and Standard Vet](#).
3. Any UNVERIFIED brand can request or import external Vetting through the same page. This will also allow the brand to potentially gain access to every MNO Class/Tier. Third party fees may apply (see [TCR Fees and Pricing](#) for details).

In both cases, it is crucial that details about the brand are corrected and updated before any submission.

- **Vetted_Verified:** A VETTED_VERIFIED status means that additional vetting has been completed for the brand. Please refer to the [Vetting](#) section for more information. Campaigns can be created for brands in this state.

Note: A Pending label may appear if the brand submission process is not yet complete. Pending is not a status, but rather an interim step for brand verification. Once the brand submission has been processed, the status will change to VERIFIED, UNVERIFIED, or VETTED_VERIFIED. Campaigns cannot be created for a brand while their submission is pending.

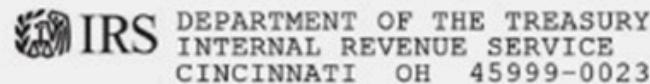
How to Enter the Correct Tax ID

Tax ID number is used in conjunction with the company's legal name, address, and other information to ensure we perform a background investigation on the correct company. The following guidance will provide the best verification opportunity for your company.

United States

If you are a US company or a foreign company with a US IRS Employer Identification Number (EIN), please enter that nine-digit number in the EIN Tax Number/ID/EIN field and ensure that your legal company name is consistent with your IRS registration and is properly spelled. Please enter only the first line as the legal name for the business. The address you enter should also be the same that is used in registering with the IRS. The correct information for registration can be found on the Brand's IRS EIN confirmation letter (SS-4).

Example EIN confirmation letter:



Date of this notice: 12-22-2022

Employer Identification Number:
21-7893456

Form: SS-4

Number of this notice: CP 575 G

For assistance you may call us
at: 1-800-289-4933

IF YOU WRITE, ATTACHED THE
STUB AT THE END OF THIS NOTICE.

Legal Name

EIN



ACME LLC
THERESA LOPEZ-FITGERALD MBR
23 KENTON STREET
CINCINNATI, OH 45201

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 21-7893456. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records

Canada

If your primary business registration is in Canada, please enter one of the following tax IDs:

1. Your Canadian Business Number (BN) that was issued by the CRA. Please only enter the first 9 numeric digits.

Example:

1 2 3 4 5 6 7 8 9 R M 0 0 0 1

Only enter what is in the red box.

2. Your Corporation/Incorporation Number
3. Your Registry ID

As always, please ensure that your legal company name is consistent with your corporation registration and is properly spelled. The address you enter should also be the same as that used in registering with Corporations Canada. To help check the details of a Canadian Brand, you can use the following free resources:

- <https://ised-isde.canada.ca/cbr-rec/en/search>
- <https://ised-isde.canada.ca/cc/lgcy/fdrICrpSrch.html>

Europe, Eastern Europe, North Atlantic, Middle East, South America, and APAC

Please enter the numeric portion of your VAT ID number. Automated VAT identification matching is currently optimized for the following list of countries. If your country is NOT on the following list, please provide the primary corporation registration number or Tax ID number for your country.

Country	Code
Croatia	HR
Hungary	HU
Ireland	IE
Italy	IT
Lithuania	LT
Luxembourg	LU
Latvia	LV
Malta	MT
Netherlands	NL
Norway	NO
Poland	PL
Portugal	PT
Romania	RO
Sweden	SE
Slovenia	SI
Slovakia	SK
Northern Ireland	XI
United Arab Emirates	AE
Australia	AU
Belarus	BY
Chile	CL
Iceland	IS
Malaysia	MY
New Zealand	NZ

Country	Code
Saudi Arabia	SA
Singapore	SG
Taiwan	TW

Note: For international brands (from outside of the US), the initial Brand Verification process is often insufficient to move a brand to the VERIFIED status. If you have an international brand that is UNVERIFIED, assuming all of the brand details are correct, an identity status appeal will be needed for the brand to pass verification and move to a VERIFIED status. For more details, see the [Appealing Identity Status & Standard Vet](#) section.

Brand Details Update

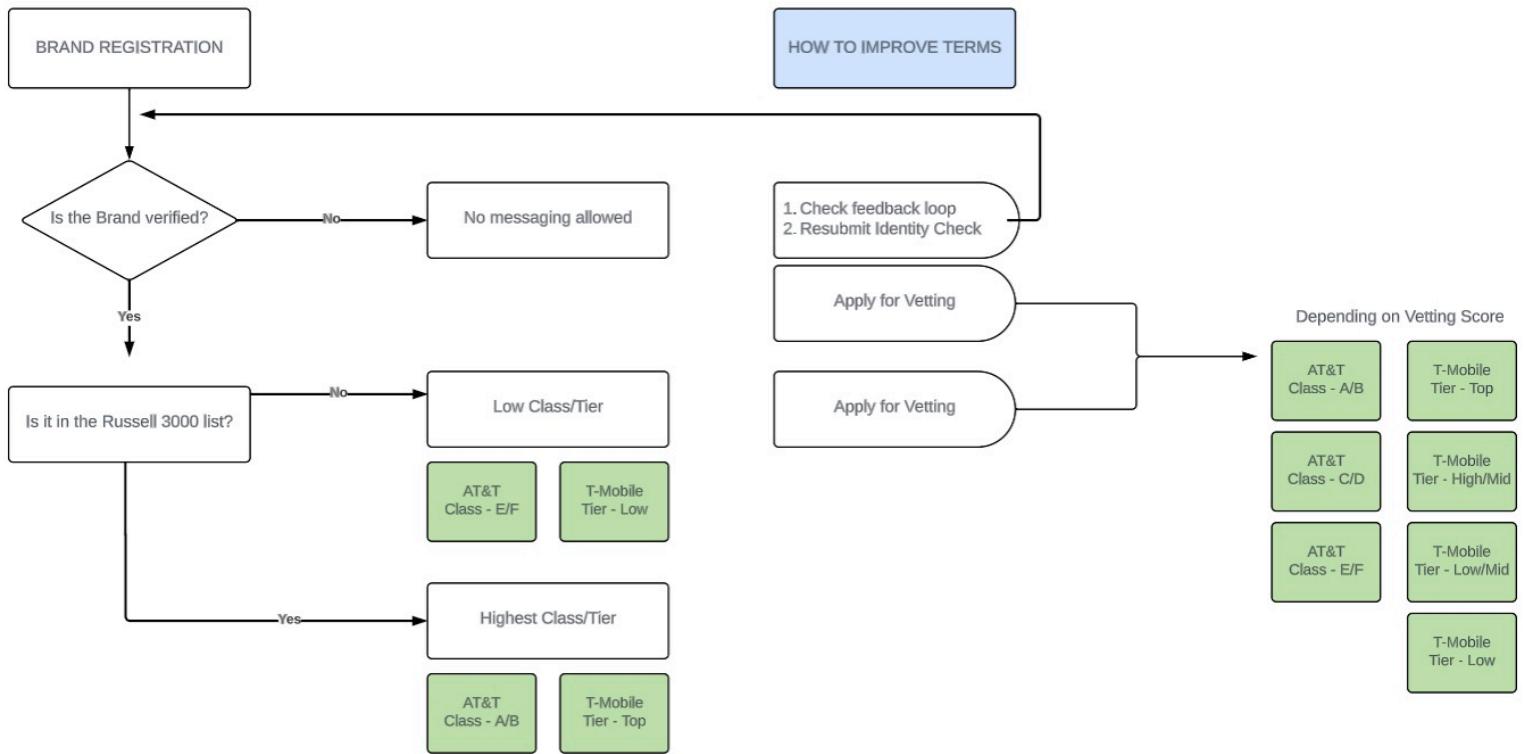
In case of errors during brand registration, or changes in brand information over time, TCR allows updating submitted brand data both via both the CSP API and the CSP portal. Different brand information fields have different editing rules.

The **Legal Company Name**, **Entity Type**, **Tax Number/ID/EIN**, or **Tax Number/ID/EIN Issuing Country** fields cannot be edited if the brand has an active campaign registered, or if the brand has an active Standard, Enhanced, or Political vet associated with it.

For PUBLIC_PROFIT brands, if the **Business Email Address** is changed, the brand will lose Auth+ compliance. The CSP will then need to submit a new Auth+ vet which will trigger a 2FA email to be sent to the new business email address. The person who receives the 2FA email must complete the verification process to regain Auth+ compliance. **PUBLIC_PROFIT brands cannot create new campaigns until the 2FA verification process is complete.**

Class/Tier Assignment Flow for Brands

For verified brands, TCR will assign available Classes (AT&T) or Tiers (T-Mobile) according to whether a verified brand is part of the Russell 3000 list or not. A verified brand that is on the Russell 3000 list will automatically have access to the highest throughput level for both AT&T (Class: A or B) and T-Mobile (Tier: TOP). Verified brands who are not part of the Russell 3000 list will automatically have access to the entry level throughput for both AT&T (Class: E or F) and T-Mobile (Tier: LOW) and can improve their Class/Tier assignment through vetting (see the section below named [Vetting](#)).



Note: If a verified Government entity brand has their Government Entity Status flag marked as TRUE, they will automatically receive the top throughput for AT&T (Class A/B) and T-Mobile (Uncapped). For more information about the Government Entity Status, please see our [Government Entity](#) policy in the [Documentation and FAQ](#) tab of the Knowledge Base.

Vetting

CSPs can apply for vetting on behalf of the brand through one of our external vetting partners to gain access to Special Use Cases, or to improve quality of service (where applicable). External vetting can be imported or requested on the Brand Details page or via the CSP API.

Portal

Vetting Details				
VETTING TYPE	VETTING PARTNER	DATE	OUTCOME	VETTING STATUS
 No data found, no vettings to view				

Vetting Types

Standard Vet

Standard vets are optional and are used to potentially gain access to higher throughput levels. A Standard vet is an automated review of compliance history, employee count, etc. Once completed, a 0-100 score will be provided which will determine your throughput level for some carriers (See the [Campaign Registration](#) tab). Scores grant different terms per carrier, and feedback reasons will be provided.

Note: Vetting scores will automatically be applied to any campaign registered after the vet was completed. To affect campaigns that were registered before the vet was completed, you will need to resubmit the campaigns by using the Resubmit Campaign action. For more information, see the section named [Registered Campaign Actions](#) in the [Brand & Campaign Actions](#) tab.

Standard vetting tokens/IDs issued by Aegis Mobile can be used multiple times for the same brand. For example, if a brand is registered and vetted by one CSP, and then goes to register via another CSP, they can use their previous standard vetting token and import it into their new brand registration. Aegis Mobile is the only vetting partner that issues multi-use Standard vets. All other vetting partners are for single use.

If a brand is registered multiple times by the same CSP, and Aegis Mobile is the provider they are using for a Standard vet, the CSP only needs to apply for one of the instances. After the standard vet is complete, the CSP can then import the vetting token into the remaining instances of the brand. This ensures that all instances of the brand will receive the same messaging throughput. If this is not done, the vetting score will not apply to all instances of the brand.

Enhanced Vet

Enhanced vets are optional and are typically requested if a user is unsatisfied with their Standard vet score. If you have already submitted a Standard vet appeal and believe a more thorough review would yield a higher score, you can order an Enhanced vet. An Enhanced vet is a manual process that looks deeper into history, lawsuits, employee count etc of the Brand. An Enhanced vet will also provide a score from 0-100 in addition to a detailed report you may download with the findings.

Note: *If a brand receives a score of 75 or above on a Standard vet/Standard vetting appeal, an Enhanced vet will not grant higher throughput terms. A score of 75 or above grants a brand the highest throughput terms.*

Enhanced vetting tokens can be used multiple times.

Political Vet

A Political vet is required for NON_PROFIT brands without a 501(c)(3/4/5/6) Tax Exempt Status that want to utilize the Political special use case. If a NON_PROFIT brand has a 501(c)(3/4/5/6) Tax Exempt Status they will not be allowed to request or import a Political vet from any vendor.

Political vetting tokens are single use only. If a second token is needed, the brand can:

1. Ask Campaign Verify to issue a second token for the brand.
2. Order a new political vet from Aegis Mobile.

Auth+ Vet

An Auth+ vet is required for PUBLIC_PROFIT brands to create new campaigns. Auth+ provides an additional layer of security to protect against smishing, spoofing, and other fraudulent activity. Submitting an Auth+ vet triggers a 2FA email containing a PIN to be sent to a brand's business contact. The business contact must then follow the instructions in the email within 30 days to complete the 2FA verification. If the verification is not complete within 30 days, the CSP must submit a new Auth+ vet again to trigger a new Auth+ 2FA email. For more information, please see the [Authentication+ documentation](#) in the [Documentation & FAQ](#) tab.

RBM Vet

RBM vets are optional, but will be required when TCR unveils support for RBM campaigns at a future date. They perform additional security checks to ensure a brand's ability to send RBM campaigns and will also send a 2FA email to the brand's business contact. Additionally, they will also mark a brand as Auth+ compliant, allowing PUBLIC_PROFIT brands to create campaigns without submitting a separate Auth+ vet.

Note: *If a CSP changes a brand's business contact email address after completing an RBM vet, the brand will lose Auth+ compliance. However, the RBM vet will remain active. To regain Auth+ compliance, a CSP will need to submit an Auth+ vet. For more information, please see the [RBM Vetting documentation](#) in the [Documentation & FAQ](#) tab.*

Available Vetting Types and Entities by Provider

Vetting Provider	Vetting Application	Entity Type	Countries	Standard	Enhanced	Political	Auth+ Vet	RBM Vet
Aegis Mobile	Directly via portal or API, Import	Public	US, Intl	Yes	Yes	No	Yes	Yes
		Private	US, Intl	Yes	Yes	No	No	Yes
		Non-Profit	US	Yes	Yes	Yes	No	Yes
		Government	US	Yes	Yes	No	No	Yes
WMC Global	Directly via portal or API, Import	Private	US	Yes	No	No	No	No
		Public	US	Yes	No	No	No	No
Campaign Verify	Import only	N/A	US	No	No	Yes	No	No

Possible Statuses of a Vet Initiated Through TCR

- **ACTIVE:** The vet has been successfully carried out, the result is displayed.
- **FAIL:** The vet has failed with the submitted information. A new vet can be initiated after Brand details have been updated, or an appeal can be submitted.
- **EXPIRED:** The vet has reached its expiration date or has been revoked. The CSP must submit a new vet to create new campaigns.
- **PENDING/UNSCORE:** Not enough information has been submitted for the vet to be automatically completed. A manual review will follow.
- **REVIEW:** The vet is under manual review for possible matches to external sources.

Appealing Identity Status and Standard Vets

Identity Status Appeal

If your brand is Unverified but you are certain that the information provided was 100% accurate, you can appeal the Identity Status. To appeal an Identity Status you can click the **Identity Status Appeal** button in the Identity Status box at the top of the Brand Details page. You will then need to follow the instructions and provide additional information/documentation you have for the brand.

Important Notes

- If you have updated the Legal Company Name, Entity Type, Tax Number/ID/EIN or Tax Number/ID/EIN Issuing Country you will not be able to complete an Identity Status Appeal - the correct path is to Resubmit the Brand for verification first then Appeal if needed.
- If you have evidence to support your appeal, please attach all pages of the supporting documentation. For example, if the EIN Confirmation letter has 3 pages, attach all 3 pages. Partial submissions (i.e.,only one page of three) will most likely be rejected.

Appeal Requirements

- Appeals are only allowed on a Brand/Identity Status with the following Identity Statuses
 - Identity Status: UNVERIFIED
 - PRIVATE_PROFIT, PUBLIC_PROFIT, NON_PROFIT, and GOVERNMENT entity types may appeal
 - Identity Status: VERIFIED
 - NON_PROFIT and GOVERNMENT entity types may appeal
 - Identity Status: VETTED_VERIFIED
 - The VETTED_VERIFIED identity status cannot be appealed for any entity type, as it is received from an external vet. See the Standard Vetting Appeal section for more information on appealing a Standard external vet.
- Identity Status/Brand appeals will not be allowed if any of the following Brand information has been updated:
 - Legal Company Name
 - Entity Type
 - Tax Number/ID/EIN
 - Tax Number/ID/EIN Issuing Country
- Appeals are allowed within 45 calendar days of brand creation
- Each appeal request is charged a fee regardless of the outcome (see [TCR Fees and Pricing](#) for details)
- Once the appeal is submitted, no further updates to the appeal request will be accepted
- Once the appeal is submitted, no further updates to the brand will be accepted until the appeal is complete
- File Uploads:
 - Total of 10 files (evidence) may be attached to each appeal request
 - Individual file size limit of 10MB
 - Total file size limit of 30MB per appeal request
 - File types allowed to be attached with appeal requests: .jpg, .jpeg, .png, .bmp, .raw, .tiff, .pdf, .docx, .htm, .odt, .rtf, .txt, .xml

Note: Please attach all pages of supporting documentation. For example, if the EIN Confirmation letter has 3 pages, attach all 3 pages. Partial submissions (i.e.,only one page of three) will most likely be rejected.

Identity Appeal Categories

The user will be required to select at least one appeal category and will have the ability to enter text into an optional Explanation field before submitting. The Explanation field holds a maximum of 1024 characters. Only the categories applicable to the specific brand's entity type will appear in the list of Appeal Categories.

Below is a complete list of appeal categories:

- **Verify Tax ID:** Use this reason if the record was UNVERIFIED because the tax ID could not be matched
- **Verify Non-Profit Status/Subsection:** Select this category if the record submitted as a NON_PROFIT entity type is UNVERIFIED or VERIFIED and is missing a “Tax Exempt Status”
- **Verify Government Status:** Select this category if the record submitted as a GOVERNMENT entity type is UNVERIFIED or VERIFIED and is missing a “Government Entity” status

Below is a list of entity types with their applicable appeal categories:

- **PUBLIC_PROFIT:** Verify Tax ID
- **PRIVATE_PROFIT:** Verify Tax ID
- **NON_PROFIT:** Verify Tax ID, Verify Non-Profit Status/Subsection
- **GOVERNMENT:** Verify Tax ID, Verify Government Status

Standard Vetting Appeal

If a Standard vet failed, or if you believe there was an error in the vet score that was returned, you can appeal by clicking on the **Actions** menu on the line with the vet and selecting **Appeal** in the dropdown. Follow the instructions on the screen and include additional information/documentation you have for the brand.

Appeal Requirements

- Appeals are allowed for vets created within 45 calendar days
- Appeals are only allowed for the latest vets for each vendor
- Each appeal request is charged a fee regardless of the outcome (see [TCR Fees and Pricing](#) for details)
- Appeals are only allowed on a Standard vet in a final state (COMPLETE/FAIL) not a temporary state (PENDING)
- Once the appeal is submitted, no further updates to the appeal request will be accepted
- Once the appeal is submitted, no further updates to the brand will be accepted until the appeal is complete
- Re-appeal is allowed on the vets only after the previous appeal completion
- Total of 10 files (evidence) may be attached to each appeal request
- Individual file size limit of 10MB
- Total file size limit of 30MB per appeal request
- File types allowed to be attached with appeal requests: .jpg, .jpeg, .png, .bmp, .raw, .tiff, .pdf, .docx, .htm, .odt, .rtf, .txt, .xml

Note: Please attach all pages of supporting documentation. For example, if the EIN Confirmation letter has 3 pages, attach all 3 pages. Partial submissions (i.e.,only one page of three) will most likely be rejected.

Auth+ and RBM Vet Appeals

If an Auth+ or RBM vet failed, you can appeal by clicking on the **Actions** menu on the line with the vet and selecting **Appeal** in the dropdown. Follow the instructions on the screen and include additional information/documentation you have for the brand.

Appeal Requirements

- Appeals are allowed for vets created within 45 calendar days
- Appeals are only allowed for the latest vet
- Each appeal request is charged a fee regardless of the outcome (see [TCR Fees and Pricing](#) for details)
- Appeals are only allowed on an Auth+ or RBM vets in a final state (ACTIVE/EXPIRED/FAIL), not a temporary state (PENDING)
- Once the appeal is submitted, no further updates to the appeal request will be accepted
- Once the appeal is submitted, no further updates to the brand will be accepted until the appeal is complete
- Re-appeal is allowed on the vets only after the previous appeal completion
- Total of 10 files (evidence) may be attached to each appeal request
- Individual file size limit of 10MB
- Total file size limit of 30MB per appeal request
- File types allowed to be attached with appeal requests: .jpg, .jpeg, .png, .bmp, .raw, .tiff, .pdf, .docx, .htm, .odt, .rtf, .txt, .xml

Note: Please attach all pages of supporting documentation. For example, if the EIN Confirmation letter has 3 pages, attach all 3 pages. Partial submissions (i.e.,only one page of three) will most likely be rejected.

External Vetting Appeal Categories

The user will be required to select at least one appeal category and will have the option to enter text into an optional Explanation field before submitting. The Explanation has a maximum of 1024 characters. Only the categories applicable to the specific brand's entity type will appear in the list of Appeal Categories.

Below is a list of appeal categories:

- **Verify Tax ID:** Use this reason if the record was FAILED because the tax ID could not be matched
- **Verify Non-Profit Status/Subsection:** Use this reason if a record submitted as a NON_PROFIT entity type received a low score because the non-profit status or subsection code could not be verified
- **Verify Government Status:** Use this reason if a record submitted as a GOVERNMENT entity type received a low score because the government status could not be verified
- **Low Score:** Use this reason if the CSP or brand believes the vetting score is too low based on the brand's characteristics, including size, years in business, business reputation, financial history, civil and criminal legal history, regulatory history, official registration and standing, and business messaging integrity record.
- **Verify Email Ownership:** Use this reason if an Auth+ or RBM vet returns feedback stating that the email address is not allowed. This occurs if the vetting partner could not correlate the submitted brand business contact email address with the brand.
- **Verify Domain Ownership:** Use this reason if an Auth+ or RBM vet returns feedback stating that the domain could not be verified. This occurs if the vetting partner could not correlate the domain (e.g. website.com) with the submitted brand business contact or website.

Below is a list of entity types with their applicable appeal categories:

Note: For RBM vets, all entity types can submit an appeal with Verify Email Ownership or Verify Domain Ownership categories.

- **PUBLIC_PROFIT:** Verify Tax ID, Low Score, Verify Email Ownership, Verify Domain Ownership
- **PRIVATE_PROFIT:** Verify Tax ID, Low Score
- **NON_PROFIT:** Verify Tax ID, Verify Non-Profit Status/Subsection, Low Score
- **GOVERNMENT:** Verify Tax ID, Verify Government Status, Low Score

Political Vetting (Aegis Mobile)

Accuracy of Information

ID numbers must match exactly. We will accommodate minor errors like spelling, punctuation, and typos, and will also accommodate reasonable acronyms. Submitted information needs to match information registered with the electoral authority. EINs need to match the name or submitted name (unless it's a SOLE_PROPRIETOR). Contact First Name and Contact Last Name must match an authorized name in the political registration (can't be the aggregator's/CSP's contact name, for example). The address also needs to be a valid address that is deliverable by the USPS.

What To Do Next

If everything in the prior paragraph matches up, we will be on the path to completion and we will send a PIN. Once they verify their PIN the verification will be complete and the record will go into verified status. If anything in the above paragraph doesn't match up, we will fail the record and provide reason codes. The submitter will need to review and provide updated information in a new submission. If they believe all the information is already correct, they can submit an appeal explaining why they think their submission is correct and matching.

- If it is an EIN matching issue, for example, they can supply an official copy of their IRS EIN letter.
- If we determine the data they provided with additional explanation meets the acceptance criteria we will waive the charge for the failed verification and proceed with PIN verification.
- If a data revision is required, however, we will charge the failure fee and they will be required to resubmit with corrected data.

Receiving and Confirming the PIN

- **If PIN preference is Email**, the filing email address submitted must exactly match the email address contained in the political registration with the electoral authority. It also CANNOT be a generic email domain (like Google, Yahoo, Hotmail, etc.) even if it matches. If the email address doesn't meet the requirements for email transmission, we will send via USPS first class mail.
- **If PIN preference is Express**, in addition to address matching between submitted and official filing, the address must be a physical deliverable address. Express delivery is not available for PO boxes, commercial mail receiving agencies (e.g., Mailboxes Etc, UPS Store, Postal Annex) or general delivery addresses. Any such requests will be sent via USPS first class mail.
- **If the submitted address is not valid for express delivery**, the PIN will be delivered via USPS first class mail and the express delivery surcharge will NOT be charged.

Verification will be complete only upon verification of the PIN by the authorized person for the candidate or committee. The CSP cannot complete the PIN verification process.

Outcomes

1. Failed verification attempts that were then resolved via appeal and ultimately completed successfully will be charged only for the completed verification.
2. Failed verification attempts that were not resolved via appeal will be charged the failed verification fee for each failed/unresolved attempt.
3. Completed verifications will be charged for the completed verification.

Sole Proprietor - Requirements

Both the SOLE_PROPRIETOR entity type and use case are limited to small businesses and individuals without an EIN with limited traffic needs. The ability to register SOLE_PROPRIETOR brands and campaigns requires an additional contract to be signed (If you are not yet enabled for this use case, please send an inquiry to support@campaignregistry.com). Please read the full policy documentation at [this link](#).

SOLE_PROPRIETOR enabled CSPs are required to send a monthly report on their SP traffic, **by the 7th of the following month**, either via email to support@campaignregistry.com or by using an AWS S3 bucket ([DOWNLOAD instructions here](#)).

The use of SOLE_PROPRIETOR is subject to the following requirements:

- One campaign allowed per brand, with a maximum of 1 associated TN
- If the campaign originates from an ISV, the ISV must be selected as the campaign Reseller
- 1000 msg/day limit (T-Mobile) and 15msg/minute limit (AT&T)per campaign - CSP to enforce daily limits

Report Instructions

The format of the report is as follows and should not be changed:

1. Use .csv format rather than .xlsx so that it is a flat file.
2. Column A will be Brand ID
3. Column B will be Campaign ID
4. Column C will be the 10DLC number associated with the campaign (note that this is NOT the phone for the brand, but rather the 10DLC number on which the messaging is sent). If a 10DLC number has not been assigned yet, enter N/A.
5. Columns D-AI (as needed per month) are the day of the month and the messaging volume for the SP campaign for T-Mobile (this should not include messaging volume sent to other carriers) for that day (00:00:00 to 23:59:59 GMT)

6. All data should be sent in GMT for all reports. The name of the report MUST be in the following format to be accepted:
- SPR_XXXXXXX_MM_YY.CSV, where XXXXXX is your CSP ID (replace the XXXXXX with your actual CSP ID)
 - MM is the 2-digit month number (e.g. 05 for May, 06 for June)
 - YY is the last two digits of the year (23 for 2023)
7. Note that all SP brands with an active campaign MUST have a value for each day of the month. If no traffic has been sent for a particular day/campaign, there should be a zero for that day in the respective column. If your only campaigns are test campaigns, this still must be reported along with any traffic sent by these.
8. If the campaign ends during the course of the month, please populate the remainder of the days of the month for that campaign with a ‘-‘ (hyphen) symbol so that we can confirm that the report is complete.
9. If you have had no active SP campaigns for the entire month, you are still required to notify us via email to support@campaignregistry.com that there were no active campaigns that month to remain in compliance.
10. As a reminder, the limit for SP campaigns for T-Mobile is a maximum of 1,000 messages per day. This is not an average; this is a daily cap/maximum. If you have any campaigns that have exceeded this limit, you will need to provide detailed information about how you will prevent this from reoccurring, or we may disable your access to the SP use case.