



10DLC Registration Checklist

To ensure your campaigns are approved, please follow this checklist before submitting your registration form.

Checklist

Do not include prohibited use cases	<p>Ensure your campaign does not include prohibited content in any of your use cases.</p> <p>Here is the list of prohibited content in 10DLC:</p> <ul style="list-style-type: none">• Sexual or pornographic material• Abusive or harassing language• Firearms or fireworks• Alcohol, tobacco, or illegal drugs• High-risk financials (loans or loan forgiveness, credit repair, debt collection, tax-related content, or cryptocurrency-related content including one-time passwords)• Gambling• Investment opportunities• Unsolicited real estate inquiries• Multi-level marketing (MLM)• Receiving or sending one-time passwords from or on behalf of other service providers• Website references to SEO services, which carriers consider a form of lead generation• Lead generation and affiliate marketing <p>Note: Using any of these prohibited use cases will result in campaign rejection.</p>
Consistency in brand, website, and sample messages	The brand and/or website need to match the one in your sample messages.
Consistency in sample messages and use cases	<p>The sample messages must be relevant to the use case.</p> <p>Example: You have registered for a marketing campaign, and your sample messages read, "Your one-time password is: 0129." This is irrelevant and will result in campaign rejection.</p>
Embedded links/numbers	Ensure that embedded links, hyperlinks, or phone numbers in the campaign content messages are mentioned in your sample

	messages.
Must have privacy policy , opt-in, and opt-out mentioned in your website	<p>It is mandatory to have opt-in, out-out, terms and conditions, and a privacy policy for your brand on your official website.</p> <p>Note: The privacy policy CANNOT permit the sharing or selling of end-user information to third parties and affiliates.</p>
Make sure the phone number field in the opt-in form is optional	Website opt-in form must not have phone number field as mandatory , which is considered a forced opt-in. The phone number field should be optional.
Make sure opt-in leads are collected by your brand	<p>The opt-in leads must be directly received by the business or organization. Sharing or selling opt-in consent data with affiliates and third parties is prohibited.</p> <p>Example: You have registered under the brand name XYZ; your opt-in message cannot have a third party, ABC, assigned to opt in the leads.</p>
Must have opt-out mentioned in the opt-in message	<p>Your opt-in message must contain the opt-out message as well.</p> <p>Example: You have chosen to opt in to XYZ Marketing! To opt out, reply STOP.</p>