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A2P/10DLC Brand & Campaign Registration Form

This form helps you sign up for a texting project called 10DLC! With this form, you can sign up your brand and your campaign for your texting project. Remember, each form can only be used to register a single campaign. In each campaign, you can include up to 49 phone numbers.

Part I – Brand Registration

If you haven't registered a brand with The Campaign Registry yet, please complete this section, Part I. However, if you've already registered a brand, feel free to skip this part and proceed to Part II.

By completing the form below, you are verifying the information is accurate and true. The information provided will be submitted to the "The Campaign Registry" (TCR) an independent Reputation Authority chosen by Mobile Network Operators (MNOs) to collect Brand and Campaign data in order to allow for transparency on the 10DLC network.

Company Name - This is the company or entity the text message receiver, believes to be sending the message.

Legal Company Name*

DBA or Brand Name (If different from legal name)

Country of Registration*

United States   Canada

Legal Company Type*

Tax Number/ID/EIN* - State or Government registered ID

Legal Business Address*

Street Address

Street Address Line 2

City   State/Province   Postal/Zip Code

Website*

Stock Symbol (Leave blank if not applicable)

Stock Exchange (Leave blank if not applicable)

Industry*

Contact Name*

Contact Phone Number*   Contact E-mail*

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Contact Address*   Same as legal business address.

Street Address

Street Address Line 2

City   State/Province   Postal/Zip Code

Part II – Brand Registration

This section is declaring your single-use case for the campaign you are registering. Basically, it is the reason you are texting your clients, customers, or patients. You only must select one. See page 7 for a definition of the cases.

For most companies, the "Low Volume Mixed" use case is usually suitable. This means you can send up to 2,000 messages per day or 75 texts per minute. (Regular use cases are ready to use for all registered Brands that meet the requirements and don't need special approval from mobile network operators before or after registering. Special use cases are important or sensitive and might need approval from mobile network operators before or after registering. You can start sending messages while the review is happening).

The part below is important if you're selecting the 'Low Volume Mix', 'Mix', or 'Conversational Messaging' use case. You can pick up to five (5) sub-categories that match your chosen use case.

Fraud Alert Messaging	Account Notification	Public Service Announcement
Delivery Notification	Polling and Voting	Marketing
Higher Education	Customer Care	2FA

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Campaign and Content Attributes are details about the campaign. Please answer the questions below by selecting either "Yes" or "No" for each. Your response is necessary.

Number Pooling* - Choose this option if you plan to use 50 or more phone numbers. If you choose this we will reach out to you should a different setup process is needed. (In some cases T-Mobile requires a different process to properly send text messages through their network to reach their customers).

    Yes   No

Direct Lending or Loan Arrangement* - This asks if the campaign involves content about lending money directly or other types of loans.

    Yes   No

Embedded Link* - This is about whether the campaign uses a hidden web link of any kind. This is a link that does not show the exact URL to the web page. Remember, public URL shorteners like bitly or tinyurl are not allowed.

    Yes   No

Affiliate Marketing* – Affiliate marketing is a marketing arrangement by which an online retailer pays commission to an external website for traffic or sales generated from its referrals. This asks if the campaign involves or involved affiliate marketing in its creation.

    Yes   No

Age-Gated Content* - This asks if the campaign contains any content that's only meant for people who are legally allowed to see it, as defined by the rules of the Carrier and CTIA (Content that requires the person to be of legal age).

    Yes   No

Campaign Description* - Objective/Purpose - Please tell us what you want to achieve or the reason for creating this campaign.

* Indicates a required filed.

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Campaign Sample Message* - Please provide at least one example message that you plan to send as part of the campaign. This doesn't have to be the exact message, just what you picture the message would look like. The more messages you put the better, but at least one is required. See the last page for examples.

Phone Numbers* - Please give us a list of the phone numbers that you want to connect with this campaign. You can have up to 49 phone numbers. If additional space is needed, check the last page. Ten Digits only with one number per row. No spaces, parenthesis, or commas

* Indicates a required filed.

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The connected Brand entity agrees to include and uphold the following campaign content attributes:

SUBSCRIBER OPT-IN - You're gathering and managing consumer permissions to receive messages.
SUBSCRIBER OPT-OUT - You're gathering and handling consumer requests to stop receiving messages.
SUBSCRIBER HELP - You've set up a way for customers to learn how to contact the message sender after they respond with the word "HELP".

If the person submitting the form has a different name from the Company Contact Name, please provide the Form Submitter's Name here.

First Name   Last Name

Date

Authorized Signature

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Use Case Definitions

- **Low Volume Mixed** - Small throughput, any combination of use-cases. Examples include: Small Businesses (Pizza Shops, Insurance, Salons, IT Business, 2FA, Light customer communications less than 2,000 messages per day or 75 Texts Per Minute). (Standard)
- **2FA** - Any authentication, verification, or a one-time passcode. (Standard)
- Account Notifications - Standard notifications for account holders, relating to and being about an account. (Standard)
- **Customer Care** - All customer interaction, including account management and customer support. (Standard)
- **Delivery Notifications** - Information about the status of the delivery of a product or service. (Standard)
- **Fraud Alert Messaging** - Messaging regarding potential fraudulent activity on an account. (Standard)
- **Higher Education** - Campaigns created on behalf of Colleges or Universities. It also includes School Districts and educational institutions that fall outside of any "free to the consumer" messaging model. (Standard)
- **Marketing** - Any communication with marketing and/or promotional content. (Standard)
- **Mixed** - Any undeclared combination of use-cases (Standard)
- **Polling and Voting** - Requests for surveys and voting for non-political arenas. (Standard)
- **Public Service Announcement** - An informational message that is meant to raise the audience's awareness about an important issue. (Standard)
- **Security Alert** - A notification that the security of a system, either a software or hardware, has been compromised in some way and there is an action you need to take. (Standard)
- **Carrier Exemptions** - Exemption by Carrier. (Special)
- **Charity** - Communications from a registered charity aimed at providing help and raising money for those in need. Includes 5013C Charity. Does not include: Religious organizations. (Special)
- **Conversational Messaging** - Peer-to-peer app-based group messaging with proxy/pooled numbers for enterprise or A2P communications. (Special)
- **Emergency** - Notification services that are designed to support public safety/health during natural disasters, armed conflicts, pandemics, and other national or regional emergencies. (Special)
- **Sweepstakes** - All sweepstakes messaging. (Special)
- **Political** - Part of an organized effort to influence the decision-making of a specific group. Only available to 501(c)(4) and 527 Organizations. (Special)
- **Social** - Communication within or between closed communities. (For example, influencer's alerts). (Special)
- **Sole Proprietor** - Limited to entities without an EIN / Tax ID. (Special)
- **Agents and Franchises** - Agents; Franchises; local branches. Post-registration approval by MNO is required for this Use Case. (Special)

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Additional Phone Numbers

Notes on Sample Messages: This is an example message to submit to The Campaign Registry. This does not have to be an exact message you are sending to your users. This is a set of ballpark messages that you may be presenting to them. Sample messages could come in all forms. This is ultimately up to you to narrow down what to send to your customer. See below for some ways to draft a message but these should not limit your responses.

- An ACH item for X amount at X Company was received on XTime and XDate.
- To log in enter this code 0000, it will expire in 30 minutes.
- Your account is past due, please click here to make a payment.
- Type STOP to stop receiving messages from us.
- Type HELP to start receiving messages and to reach our support team.
- Hi Bob, your car is ready for pickup.

* Indicates a required filed.