

Providing Your Call to Action URL for the 10DLC Registration Process

Overview

As a part of the 10DLC registration process, you will need to provide a Web URL for your call-to-action, i.e. a webpage that collects consumer information and allows them to consent to receiving SMS and/or MMS messages from your organization.

The Call to Action web page or registration form you provide the URL for must include the following:

1. Program name and/or description of the messages that will be sent.
2. Fee disclosure (e.g. "Message and data rates may apply").
3. Service delivery frequency or recurring messages disclosure (e.g. "Message frequency varies").
4. Opt out instructions (e.g. "Text STOP to cancel").
5. Customer care contact information.
6. Link to Privacy Policy describing how opt-in information will be used.
7. Link to Terms and Conditions describing terms of service.
8. A checkbox option that customers must select in order to opt-in to SMS messaging. The checkbox can not be pre-selected.

Sample Web Page

Contact Us

First Name*

Last Name*

Email*

Phone Number*

SMS Terms & Conditions
By subscribing, you sent consent to receive SMS or MMS messages from Acme Corp. To opt out of our text messaging program, send the word STOP to 555-555-5555 at any time. View our [Terms of Service](#) and [Privacy Policy](#). Msg & Data rates may apply. Message frequency varies.

Yes, I'd like to receive updates via text

SIGN UP

Please ensure that your webpage incorporates all of the items listed above before submitting the 10DLC registration form to prevent any potential delays with your approval process.

If you have any questions about the above criteria or the 10DLC registration process, please contact TextUs Support or your Account Manager for assistance.