SUBSCRIPTION PROGRAMS:

Call to Action (CTA):
- Product description
- Msg & data rates may apply
- Message frequency
- Privacy policy or link to privacy policy
- Link to comprehensive terms & conditions (T&Cs) OR:
- Program (Brand) name, customer care contact information, & opt-out instructions including "STOP" keyword

Welcome Message:
- Program (brand) name &/or product description
- Message frequency
- Reply STOP to cancel
- Msg & data rates may apply
- Customer care contact info (Reply HELP for help, toll free #, website, or support email address)

Sample Alert Copy:
- Program (brand) name &/or product description

Comprehensive T&Cs:
Only required if terms are not listed in full on CTA
- Program (brand) name
- Product description
- Msg & data rates may apply
- Customer care contact info (Reply HELP for help, toll free #, website, or support email address)
- Message frequency
- Opt-out Instructions including "STOP" keyword

MANDATORY MESSAGING FOR ALL PROGRAMS:

HELP Response:
- Program (brand) name or product description
- Customer support contact info (toll free number, website or email address)

Stop, End, Cancel, Unsubscribe, Quit Response:
- Program (brand) name or product description
- Confirmation that no additional messages will be sent

SINGLE MESSAGE PROGRAMS:

Call to Action (CTA):
- Product description
- Msg & data rates may apply
- Privacy policy or link to privacy policy
- Link to complete terms & conditions (T&Cs) OR:
- Program (Brand) name, customer care contact information

One-Off Reply:
- Program (brand) name &/or product description

Comprehensive T&Cs:
Only required if terms are not listed in full on CTA
- Program (brand) name
- Product description
- Msg & data rates may apply
- Customer care contact info (Reply HELP for help, toll free #, website, or support email address)

COMMON REJECTIONS & THINGS TO CHECK FOR BEFORE SUBMITTING:

Please ensure you are also checking program briefs for:
- Consistency –The program/sponsor's name, message frequency, shortcode, and description of content that users will receive should be consistent throughout the entire brief and any associated web pages.
- Affiliate marketing –Please ensure the privacy Policy/Terms do not imply that subscribers' information will be shared with third parties
- Lead gen marketing –Lead gen marketing is prohibited on Verizon. A brand should not be promoting products/services they do not provide themselves.

QUESTIONS TO ASK YOURSELF BEFORE SUBMITTING:
- Does the program brief include more than one campaign? If so, please ensure the CTA, message flow, and terms are clear for each program.
- Does the opt-in flow described in the program description and message flow section match the screen shots?
- Does this program include a preference page where users will select the alert content they'll receive? If so, is a screenshot provided?
- Is there is a drop down of options, please provide an image that shows all options
- If this is a 2FA program, do users have an alternative method to SMS to receive their passcode?
- Is there a screenshot of an opt-in page? If so, please ensure the opt-in consent box is not pre-checked
- Is SMS optional? Please ensure the user's consent to enroll in SMS is not tied to another form of consent such as making a purchase

*Please note that these are based on the CTIA & Carrier guidelines. We always recommend that prior to launching a messaging campaign in market it is reviewed by you or your customer's legal counsel to ensure compliance with any additional state and/or federal laws. For the latest guidelines, please check following link https://www.ctia.org/the-wireless-industry/industry-commitments/messaging-interoperability-sms-mms