

SMS MARKETING BLUEPRINT

TCPA & CTIA COMPLIANCE TEMPLATES

Updated November 1, 2014



SMS ADVERTISING BLUEPRINT

Use the following template to remain TCPA & CTIA compliant when advertising your SMS campaign to customers.

Recurring Program Description

Tell customers what kind of SMS messages they're subscribing to (e.g. SMS Offers, SMS Alerts, etc.), and that the SMS messages are recurring, meaning that they'll be receiving them on an ongoing basis from your business.

CTIA Requirement

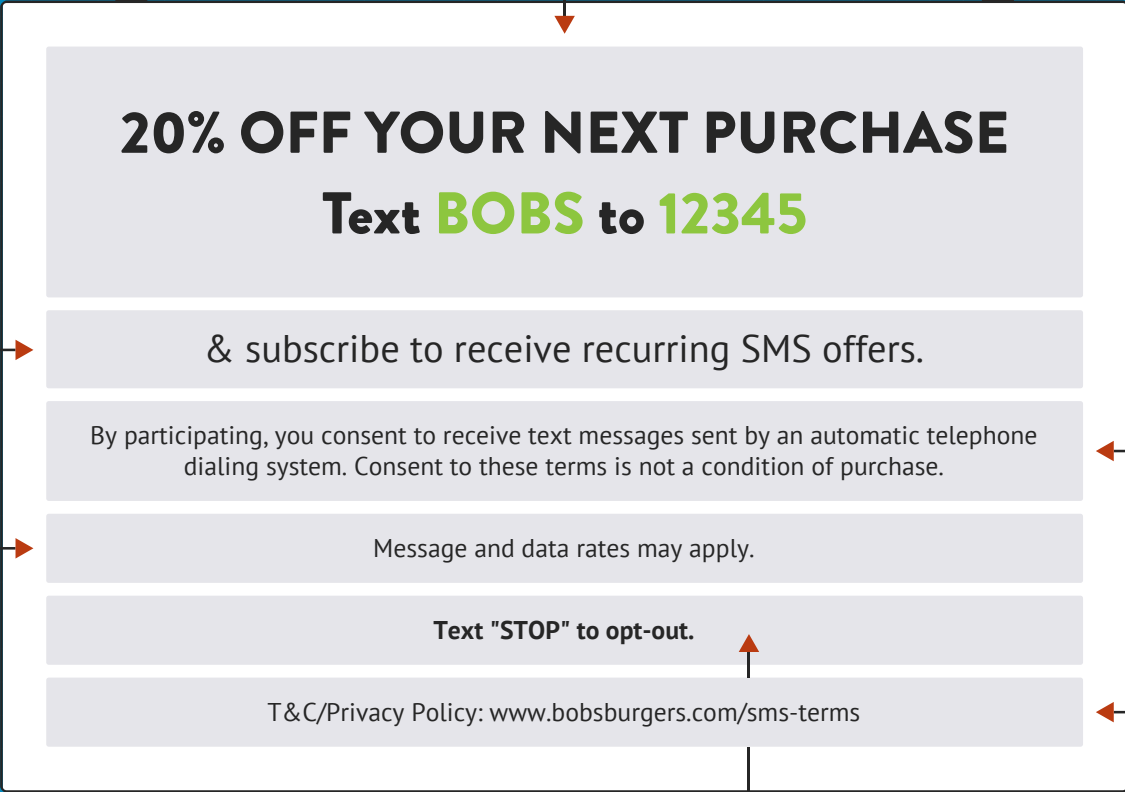
Call-to-Action

Tell customers the opt-in incentive, followed by the instructions on how to opt-in.

TCPA Disclosures

Tell customers that by participating, they're consenting to receive SMS messages from your business. In addition, customers must be made aware that participation isn't a condition of a making a purchase.

TCPA Requirement



Msg & Data Rates

Tell customers that standard message & data rates may apply for SMS messages from your business.

CTIA Requirement

Opt-Out Instructions

Instruct customers on how to opt-out of receiving SMS messages from your business. This must be in **bold**.

CTIA Requirement

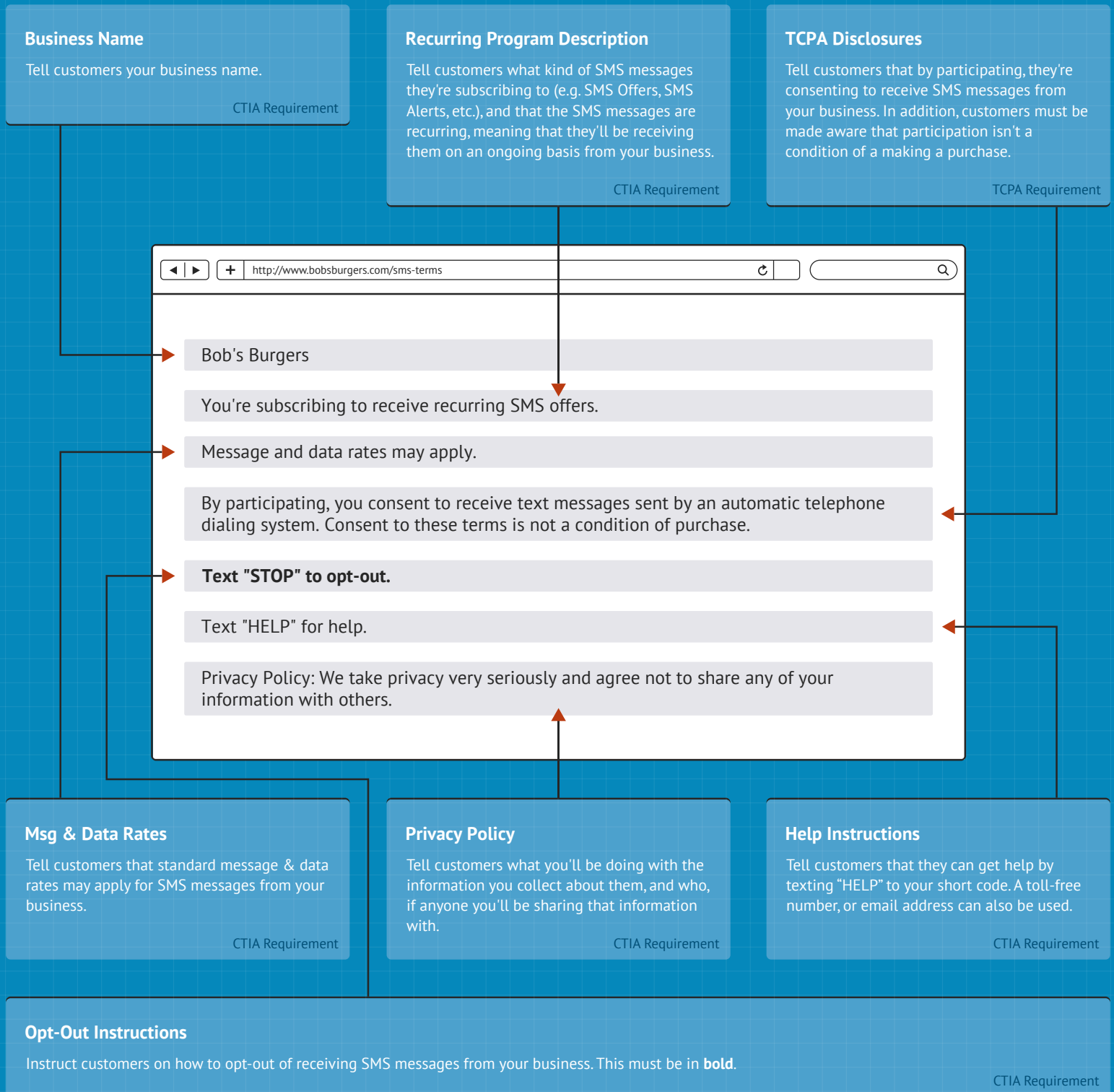
Terms & Conditions/Privacy Policy

Tell customers the website link where they can find the terms & conditions and the privacy policy for your SMS messaging campaign.

CTIA Requirement

SMS TERMS & CONDITIONS BLUEPRINT

Use the following template to remain TCPA & CTIA compliant in your SMS campaign's terms & conditions. The following will be hosted on it's own website, and linked to from where you advertise your campaign to customers.



OPT-IN MESSAGE BLUEPRINT

Use the following template to remain TCPA & CTIA compliant in the SMS message a customer receives after they opt-in.

Business Name

Tell customers your business name.

CTIA Requirement

Mobile Opt-In Keyword

Customers will text your mobile opt-in keyword to your short code.

Opt-Out Instructions

Tell customers that they can opt-out by texting "STOP" to your short code.

CTIA Requirement

Message & Data Rates

Tell customers that standard message & data rates may apply for SMS messages from your business.

CTIA Requirement

Recurring Program Description

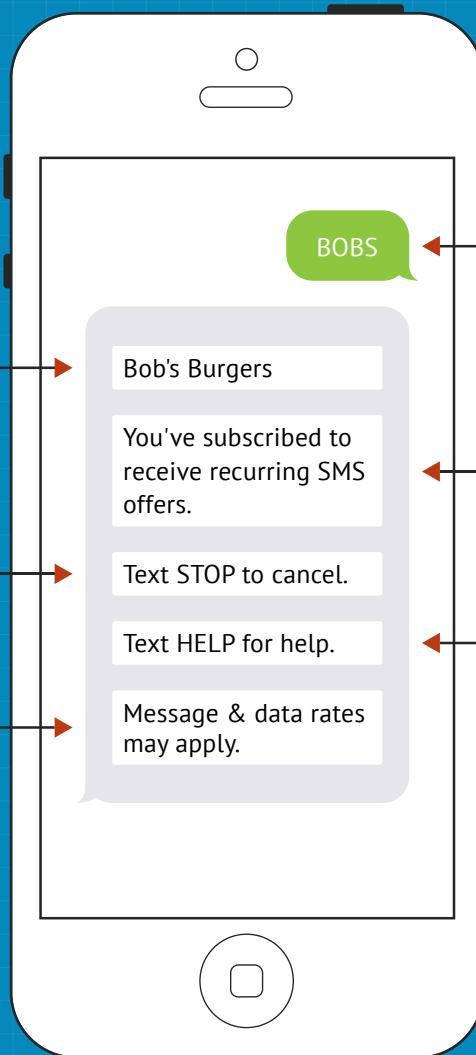
Tell customers what kind of SMS messages they're subscribing to (e.g. SMS Offers, SMS Alerts, etc.), and that the SMS messages are recurring, meaning that they'll be receiving them on an ongoing basis from your business.

CTIA Requirement

Help Instructions

Tell customers that they can get help by texting "HELP" to your short code. A toll-free number, or email address can also be used

CTIA Requirement



WEB OPT-IN MESSAGE BLUEPRINT

Use the following template to remain TCPA & CTIA compliant in the SMS message a customer receives when they opt-in from the web.



HELP MESSAGE BLUEPRINT

Use the following template to remain TCPA & CTIA compliant in the SMS message a customer receives when they text the word "HELP" to your short code.

Business Name

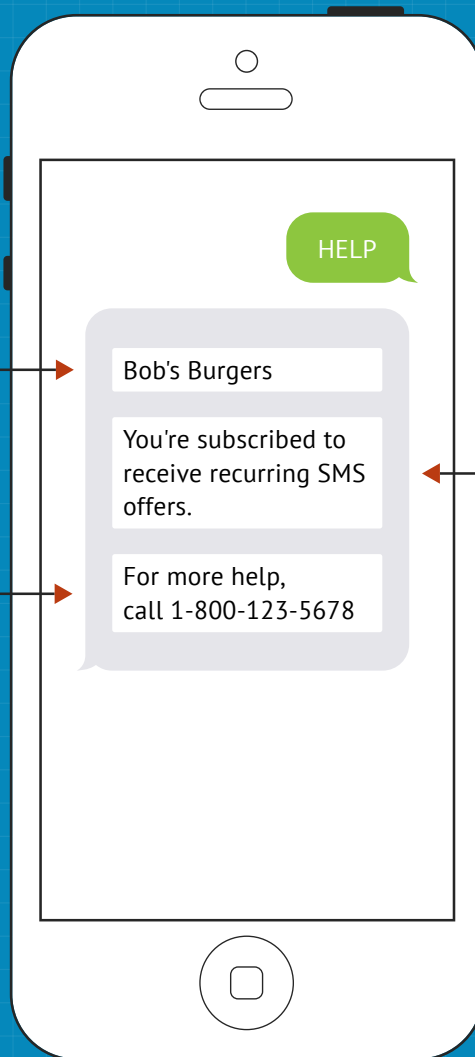
Tell customers your business name.

CTIA Requirement

Recurring Program Description

Tell customers what kind of SMS messages they're subscribing to (e.g. SMS Offers, SMS Alerts, etc.), and that the SMS messages are recurring, meaning that they'll be receiving them on an ongoing basis from your business.

CTIA Requirement



Additional Help Instructions

Tell customers where they can turn for additional help. Either a toll-free number, or email address.

CTIA Requirement

STOP MESSAGE BLUEPRINT

Use the following template to remain TCPA & CTIA compliant in the SMS message a customer receives after they unsubscribe from your campaign.

Business Name

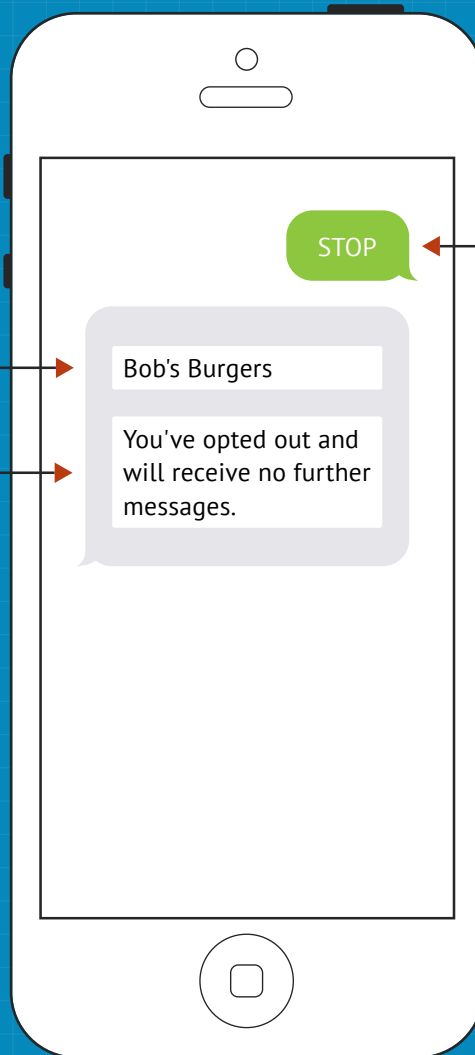
Tell customers your business name.

CTIA Requirement

Opt-Out Commands

Customers must be able to opt-out, by texting STOP, END, CANCEL, UNSUBSCRIBE, or QUIT.

CTIA Requirement



Opt-Out Confirmation

Let customers know that they won't receive any more text messages from your business.

CTIA Requirement