

SMS Campaign Compliance Guide

A2P 10DLC Registration — Step-by-Step Instructions

i What is A2P 10DLC Registration?

Before sending SMS messages to customers, mobile carriers require you to register your campaign (called A2P 10DLC registration). This guide walks you through everything you need to get approved.

⚠️ This is a reference guide only — not a guarantee of campaign approval.

Before Submitting Your Campaign

You need these 3 pages **live and publicly accessible** (not PDFs — real web pages anyone can visit):

Privacy Policy Page — Explains how you collect, use, and protect customer data

⚠️ Your Privacy Policy must include this statement:

"We do not share your data with third parties for marketing purposes."

Terms & Conditions Page — Your legal terms of service

Opt-In Page — A signup form where customers enter their contact info and consent to receive SMS

How to Build a Compliant Opt-In Page

Your opt-in page (signup form) is where customers agree to receive your text messages.

It must include all of the following elements.

- Clear messaging purpose** — Tell users what texts they'll receive
- "Reply STOP to unsubscribe"** — Required opt-out language
- "Reply HELP for support"** — Required support option
- Message frequency disclosure** — e.g., "Message frequency varies"
- "Message and data rates may apply"**
- Phone number field is OPTIONAL** — No asterisk (*) next to it

Your form must have **TWO** separate checkboxes **Do NOT combine these into one!**

Sample Checkbox Language (Copy & Customize)

Use this compliant language for your two checkboxes. Replace [Your Company Name] with your business name.

Checkbox 1: SMS Consent

"By checking this box, I agree to receive SMS messages from [Your Company Name], including appointment reminders and notifications. Message frequency varies. Message and data rates may apply. Reply STOP to unsubscribe. Reply HELP for help. Consent is not a condition of purchase."

Checkbox 2: Terms & Conditions + Privacy Policy

"I have reviewed and accept [Your Company Name]'s Terms and Conditions and Privacy Policy."

Example

Welcome to Aloware!
Start your trial, no credit card required.

Work email

First name Last name

Company name

+1

I affirm that I've reviewed and accepted Aloware's [Terms and Conditions](#) and [Privacy Policy](#).

By checking the box, I agree to receive text messages from Aloware regarding announcements and company updates. Reply to any message with STOP at any time to stop receiving messages. The frequency of messages varies. Message and data rates may apply.

I'm not a robot

[Start Trial](#)

Start Submitting Your A2P Campaign Registration

Once your opt-in page, Privacy Policy, and Terms & Conditions are all set up, you're ready to submit your campaign for approval. During registration, you'll need to provide information in two fields:

Include these URLs in the Campaign Description or Message Flow field:

When registering your campaign, add ALL these URLs in the Campaign Description or Message Flow field:

- Opt-in page URL (your signup form)
- Opt-in image/screenshot URL (showing your form with all required elements)
- Privacy Policy URL
- Terms of Service URL

Step 1

Campaign Description Field

Describe what you'll use this campaign for - the purpose, audience, and who is sending the messages.
Example: "Provide assistance to our current customers, mainly conversational communication."

Step 2

Message Flow Field (How Users Opt-In)

Explain exactly how customers consent to receive your messages. Include your opt-in page URL.
Example: "End users opt-in by visiting www.yourwebsite.com/signup and adding their number. They check a box agreeing to receive text messages from [Your Brand]."

⚠️ IMPORTANT: What Will Get You Rejected

Prohibited Actions

Selling, sharing, or renting personal information (PII) to third parties is **strictly prohibited**.

Disallowed Content Types

The following industries/content types **are not allowed**:
Loan marketing, debt collection, gambling, sweepstakes, stock/crypto alerts, credit repair, 3rd party lead gen, illegal substances.

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Questions? Please contact your account manager

