



# 10DLC Registration Checklist

To ensure your campaigns are approved, please follow this checklist before submitting your registration form.

## Checklist

Do not include prohibited use cases	Ensure your campaign does not include prohibited content in any of your use cases.  <b>Here is the list of prohibited content in 10DLC:</b> <ul style="list-style-type: none"><li>• Sexual or pornographic material</li><li>• Abusive or harassing language</li><li>• Firearms or fireworks</li><li>• Alcohol, tobacco, or illegal drugs</li><li>• High-risk financials (loans or loan forgiveness, credit repair, debt collection, tax-related content, or cryptocurrency-related content including one-time passwords)</li><li>• Gambling</li><li>• Investment opportunities</li><li>• Unsolicited real estate inquiries</li><li>• Multi-level marketing (MLM)</li><li>• Receiving or sending one-time passwords from or on behalf of other service providers</li><li>• Website references to SEO services, which carriers consider a form of lead generation</li><li>• Lead generation and affiliate marketing</li></ul> <b>Note:</b> Using any of these prohibited use cases will result in <b>campaign rejection</b> .
Consistency in brand, website, and sample messages	The brand and/or website need to match the one in your sample messages.
Consistency in sample messages and use cases	The sample messages must be relevant to the use case.  Example: You have registered for a marketing campaign, and your sample messages read, "Your one-time password is: 0129." This is irrelevant and will result in campaign rejection.
Embedded links/numbers	Ensure that embedded links, hyperlinks, or phone numbers in the campaign content messages are mentioned in your sample

	messages.
Must have <a href="#">privacy policy</a> , opt-in, and opt-out mentioned in your website	It is mandatory to have <b>opt-in, out-out, terms and conditions, and a privacy policy</b> for your brand on your <b>official website</b> .  <b>Note: The privacy policy CANNOT permit the sharing or selling of end-user information to third parties and affiliates.</b>
Make sure the phone number field in the opt-in form is optional	Website opt-in form <b>must not have phone number field as mandatory</b> , which is considered a forced opt-in. The phone number field should be optional.
Make sure opt-in leads are collected by your brand	The opt-in leads must be directly received by the business or organization. <b>Sharing or selling opt-in consent data with affiliates and third parties is prohibited.</b>  Example: You have registered under the brand name XYZ; your opt-in message cannot have a third party, ABC, assigned to opt in the leads.
Must have opt-out mentioned in the opt-in message	Your opt-in message must contain the opt-out message as well.  Example: You have chosen to opt in to XYZ Marketing! To opt out, reply STOP.