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# 10DLC Privacy Policy

When submitting a 10DLC campaign for approval, the privacy policy and the terms and conditions must be in a clear, obvious place on the associated website. They must also be near the field where phone numbers are entered by consumers. The carrier will review the website to check this placement. Any time that the end user must provide a phone number for messaging purposes, the privacy policy and terms and conditions have to be present.

The privacy policy **CANNOT** allow the sharing or selling of end-user information to third parties and affiliates. This includes but is not limited to:

- Sharing for marketing purposes.
- Sharing for lead generation purposes.
- Sharing for third-party analytics purposes.

The privacy policy must be clear and protect end users' information.

The terms and conditions, the privacy policy, and the opt-in route must match. This includes but is not limited to:

- None can state that end-user information will be shared.
- The terms and conditions should clarify that opt-in and opt-out occur through the same 10DLC number. A short code opt-out route is unacceptable. There should be consistency across the information presented in the opt-in, the terms and conditions, and the privacy policy.