



Zoho Corporation

Mandatory Website Requirements for 10DLC Compliance

SMS OPT-IN Consent

As per 10DLC guidelines, it's mandatory to have SMS opt-in consent on your website. This requirement applies not only to SMS marketing campaigns but also to **one-on-one SMS communications** with your customers.

To comply, please add a checkbox on the webpage where you collect customer information with text similar to the following

"By providing your telephone number, you consent to receive calls, emails, and text messages. MSG & data rates may apply. Message frequency may vary. Reply "STOP" to opt-out and "HELP" for help. View our Privacy Policy for more information".

This helps ensure compliance with 10DLC guidelines and facilitates quicker approval.

The screenshot shows a registration form with the following fields: First Name, Last Name, Email *, and Cell Phone. Below the Cell Phone field, there is a note: "for important updates and account information". The SMS Opt-in section is highlighted with a red box and contains the text: "SMS Optin" followed by an unchecked checkbox and the text "Opt In to Receive SMS Notifications, Alerts & Occasional Marketing Communication". Below this is a "Complete & Send" button, also highlighted with a red box. At the bottom of the form, there is a red-bordered box containing the following disclaimer: "By signing up via text, you agree to receive recurring automated marketing messages, including cart reminders, at the phone number provided. Consent is not a condition of purchase. Reply STOP to unsubscribe. Message frequency varies. Msg & data rates may apply. Your Privacy is our priority. Your information will not be shared."

Privacy Policy

Please include the following statement on the Privacy Policy page of your website:

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes.