

Activating SMS on your account

Mobile carriers now require businesses to register their brand and SMS use cases before numbers can be enabled to send SMS. This is an industry-wide requirement, and applies to all non-mobile originating business SMS regardless of how the business will be using SMS.

Here's what you need to know about enabling SMS your account:



Registration is mandatory

All businesses must register their brand and SMS use case to send messages from or to US numbers. Please take time to review all required information and plan any needed changes to avoid rejection.

[Business eligibility](#) | [Learn more](#)



The process takes time

Review of SMS applications and resubmissions typically takes **5–20 business days**, depending on carrier approved vetting agency processing times. RingCentral is not able to enable SMS prior to third party approval.

[Learn more](#)



You must demonstrate SMS opt-in

Before you send messages, you need to demonstrate that you are obtaining consent from recipients prior to messaging them.

[Learn more](#)



Your website may need updates

You may be required to update web forms, your privacy policy, and your terms of service to meet carrier requirements. RingCentral is unable to make these changes for you.

[Learn more](#)



Complete before porting

Complete and receive SMS registration approval prior to porting your numbers to avoid potential service disruption. RingCentral cannot enable SMS without a completed and approved registration.

[Learn more](#)



Plan for registration fees

Carriers, vetting agencies, and industry partners charge one-time and monthly fees for registration. RingCentral does not charge any additional fees for registration.

[Learn more](#)

We're here to help

Review our SMS registration guides, [support site](#), or contact our SMS support hotline at **1-888-898-4591** for help with your SMS registration, compliance tips, and best practices.

For more information, please contact a sales representative. Visit [ringcentral.com](#) or call 855-774-2510.