

Registering longcode numbers for SMS/MMS messaging

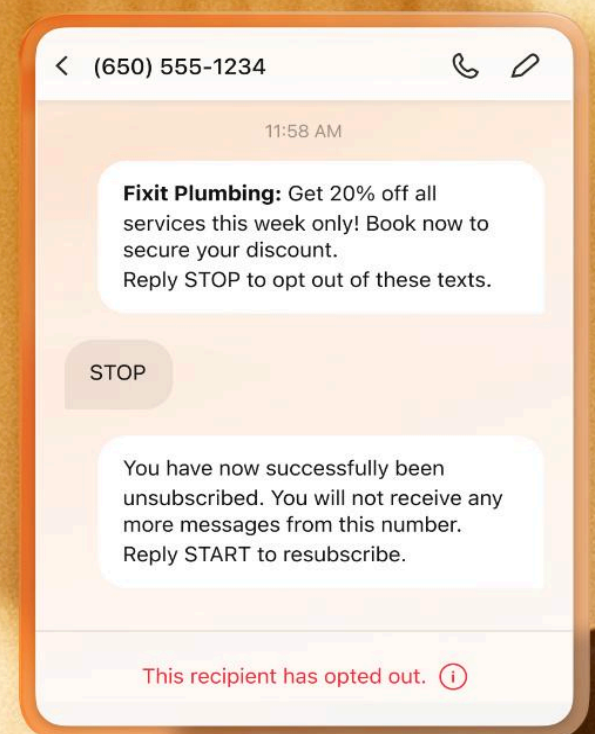


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This document contains numerous examples of text or language designed to meet industry requirements. This text is for illustrative purposes only and does not constitute legal advice. Please consult your legal counsel for language that is appropriate for your business. Following this guide does not guarantee registration.

US mobile carriers now require businesses who are using a non-mobile originating number to register their business and SMS use case before SMS/ MMS can be enabled. In addition to requiring registration, mobile carriers and DCAs (Direct Connect Aggregators) have also set strict rules about who can use SMS, and what may be required of businesses (including updating privacy policies or terms of service) in order to be compliant with CTIA, and other industry rules. These rules are in addition to TCPA and other regulations enforced by the FCC or other government bodies.

This registration process and rules also apply to international customers who wish to send SMS to US mobile carriers or phone numbers.

This guide walks through who is eligible to use SMS, the most recent industry rules (as of publication), how to register your business and SMS use case through RingCentral, as well as common caveats and tips to ensure a successful registration

Important

To avoid any disruption in SMS service, we strongly recommend completing and receiving approval for your TCR registration before porting your phone numbers to RingCentral. If numbers are ported before registration is approved, SMS capabilities may be delayed or temporarily unavailable.

Registering a toll-free number? You can use this guide to understand industry rules, but toll-free numbers are registered through a different process. To complete toll-free number SMS registration, please visit <https://tfn-sms.registration.ringcentral.com/tfn/>.

Who can use SMS

RingCentral allows businesses registered in the United States with the IRS, or businesses registered in Canada (for example with the CRA) to utilize SMS as long as the business or their use case does not fall into a [prohibited category](#).

As the rules surrounding which types of businesses may utilize SMS are set by industry bodies such as the mobile carriers, aggregators, and CTIA, RingCentral is unable to make any exceptions. Please review the [RingCentral SMS Policies](#) carefully.

RingCentral does not support registrations by individuals or businesses without an Employer Identification Number (from the IRS) or a Business Number (if registered in Canada). If you are a US business and do not yet have an EIN, you may obtain one through the [official IRS website](#).

Registration fees

The SMS registration process includes numerous fees, which are structured based on various factors. These fees are charged by carriers, DCAs, vetting agencies, The Campaign Registry (TCR), and other parties. RingCentral does not charge additional fees for SMS registration. See a full breakdown of fees [here](#).

1. Brand application fee

Purpose	Who it applies to	Frequency	Charged by
Verifies your business (or brand) identity with TCR. Required for each business operating under its own EIN or its own DBA (doing business as) name.	All businesses wishing to send SMS messages from or to US mobile numbers from a non-mobile originating number. Public companies may incur additional verification fees.	per brand application regardless if brand is approved or not	The Campaign Registry

2. Campaign registration and maintenance fee

Purpose	Who it applies to	Frequency	Charged by
Covers the registration and maintenance of your SMS use case (e.g. conversational, notifications, alerts, 2FA, marketing).	All businesses or individuals wishing to send A2P SMS messages from or to US mobile numbers from a non-mobile originating number.	Charged as a monthly fee (for annual customers you may see an annual prorated charge) for each registration, for the duration of that registration regardless if you are approved to send SMS or not.	The Campaign Registry

3. Campaign vetting fee

Purpose	Who it applies to	Why it matters	Frequency	Charged by
Covers a third-party manual review of your registration details before it is approved or allowed to send messages to carrier networks.	All businesses or individuals wishing to send A2P SMS messages from or to US mobile numbers from a non-mobile originating number.	This process ensures the content and intent of your SMS registration comply with carrier and industry rules(e.g., allowed content, proper opt-in/ outs, website disclaimers, privacy policy, etc.).	Charged each time a registration is submitted for approval or review, regardless if use case is approved. Resubmissions or modifications may result.	DCAs or vetting agencies authorized by mobile carriers

Fees by business classification

Business type	Brand registration fee	Campaign vetting fee	Monthly registration fee	Special notes
Standard Business (LLC, Corp, etc.)	Required	Required per registration	Charged monthly per registration	Most common tier
Nonprofit Organization	Required	Required per registration	Charged monthly per registration	Must show IRS/501(c) status
Government Entity	Required	Required per registration	Charged monthly per registration	Must be an officially recognized government entity (local, state, federal)
Education Institution	Required	Required per registration	Charged monthly per registration	.edu domain may help expedite verification
Religious Organization	Required	Required per registration	Charged monthly per registration	Can sometimes be classified under nonprofit

Important fee information

- You will be charged a monthly fee for each registration. This fee is based on your use case and message volume.
- SMS registrations automatically renew each month until you delete your registration, regardless of if the application has been approved, rejected, suspended, or is in a different status.
- SMS registrations have a 3-month minimum (imposed by TCR), and cannot be deleted or canceled until this minimum timeframe is met
- It's advisable to regularly check the status of your SMS registration(s) to avoid paying for services that are not being utilized.
- Fees are non-refundable, even if your registration is denied or inactive.

For more information on registration costs, please review this explanation of [TCR/SMS registration fees](#).

Obtaining consent

Mobile carriers require message senders to obtain consent PRIOR to sending SMS messages to a recipient. Consent can be obtained multiple ways, depending on the type of message being sent. CTIA breaks up messages and consent levels into three categories: conversational, informational, and promotional.

Important

You cannot send an unsolicited SMS message to obtain consent. Consent must be obtained through another medium, unless the recipient messaged you first to engage in a conversation, at which time as part of that conversation you can ask for consent to opt them into other messages (such as future reach outs, account updates, or promotions). Passive opt-ins like auto-subscribing someone after a purchase or adding SMS consent in Terms of Service do not meet carrier requirements, and are not considered valid consent.

	Conversational	Informational	Promotional
What it is	Human to human, non-automated 2 way messages typically to engage in a back and forth engagement. Typically a reply is expected.	May be human or automated, typically 1 way notifications to recipient which may or may not request a reply	May be human, automated, or bulk messaging. Contains sales or marketing content. May or may not request a reply.
Consent required	Implied (recipient messages you first to ask a question or engage in a conversation), or express verbal or written consent.	Express verbal or written consent. Consent must be logged and messages should contain opt-out language.	Express written consent. Consent must be logged and messages must contain opt-out language.

Examples of consent	Recipient gets phone number from website and messages to ask a question (such as “what are your business hours”)	Recipient is asked in person, over the phone, via email, a web form, or paper form to opt into SMS messages	Recipient is asked via email, a web form, or paper form to opt into SMS messages
	Recipient is asked in person, over the phone, via email, a web form, or paper form to opt into SMS messages		

Remember, RingCentral treats all messages as trusted, and assumes you have obtained the proper level of consent prior to sending messages to your recipients. **Failure to obtain proper consent may result in a loss of ability to use SMS.**

Obtaining implied consent

Tip

This is often the most difficult form of consent to prove, and as such is typically the most difficult to register. If you have a contact us form or an electronic form, it is recommended to use that form to show how you are obtaining consent. Demonstrating proof of consent through a web form does not exclude you from using other methods such as having someone message you first to obtain consent.

Implied consent only occurs when a recipient messages you first to engage in a conversation. For example, the recipient may have found your phone number on your business card or email signature, and sent you a text message first.

Simply receiving a recipient's phone number, or any similar action, does not count as implied consent. In all other situations, you must obtain express consent before sending any messages.

Implied consent only applies to the current conversation and does not cover future messages. This means once the conversation is completed, you no longer have permission to send them any more SMS messages (unless you explicitly asked them for permission to send them future messages in the conversation).

Implied consent is the most likely to be rejected during SMS registration because it's so difficult to prove. You must show both where the recipient found your number and that they also had access to the same required disclosures used for express consent. In most real world scenarios (like business cards) those disclosures are missing, making approval even harder.

For this reason, we highly recommend demonstrating proof of consent through one of the express consent methods below.

Obtaining express consent

To obtain express consent, mobile carriers and aggregators require specific information to be included in the consent language. This information is required regardless of the method of obtaining consent, including verbally or in writing.

Consent language must include:

- What the recipient is opting into (what types of messages)
- The frequency of the messages to be sent
- Any fees associated with subscribing to SMS
- Notice that data and message rates may apply
- Clear instructions for help (e.g. reply HELP for help)
- Clear instructions for opt out (e.g. reply STOP to opt out)
- Links to the Privacy Policy and Terms of Service

Required element	What it means	Example in script
Message types	Tell the user what kind of messages they'll receive	<i>"...do you agree to receive conversational, customer care, appointment reminders..."</i>
Message frequency	State how often messages may be sent	<i>"Message frequency varies"</i>
Message/data rates disclaimer	Let the user know they may be charged by their carrier	<i>"Message and data rates may apply"</i>
HELP instructions	Include clear help instructions	<i>"For assistance, text HELP or visit our website at [Brand Website URL]"</i>
STOP instructions	Tell users how to opt out at any time	<i>"To opt out at any time text STOP"</i>
Privacy Policy link	Link to your Privacy Policy	<i>"Visit [Privacy Policy URL] for privacy policy"</i>
Terms of Service link	Link to your Terms of Service	<i>"Visit [Terms URL] for Terms of Service"</i>

For additional information on obtaining consent or logging requirements, please refer to the [CTIA Message Principles and Best Practices](#).

Obtaining express consent verbally

Verbal consent is valid only when all required elements are spoken aloud at the time of opt-in. This includes explaining:

- The types of messages the customer will receive (e.g., reminders, promotions, customer service).
- That message frequency may vary.
- That message and data rates may apply.
- How they can get help (e.g., "You can text HELP for assistance or visit our website.").

- How to opt out (e.g., “Text STOP at any time to unsubscribe.”).
- A verbal mention that full terms and privacy policies are available at specific URLs (which must be provided during or immediately after the conversation, such as in a follow-up email or printed receipt).

Important

Verbal consent must be documented. This can include a call recording or CRM notes with date, time, and a witness. You may be asked to provide proof of this documentation as part of the application process.

When submitting your application, be sure to include the script you use to obtain consent, which must include the above elements. For example, your script may read something like:

[Business Name] would like to send you SMS messages regarding your account including customer care, notifications and alerts. Message frequency varies and message and data rates may apply. If you opt in you may opt out at any time by replying STOP to the messages, or you may get help by replying HELP. Opting into SMS messages is governed by our Privacy Policy and Terms of Service, available on our website at **[Business Website URL]**. Do you consent to receiving SMS messages from us for this purpose?

Obtaining express consent via email

Email consent is a valid method for SMS opt-in only when the recipient takes clear, affirmative action in response to a message that includes all required disclosures. It's not enough to mention SMS opt-in in a footer or fine print—the user must knowingly agree to receive texts, and the consent message must meet specific criteria.

1. Clear disclosure language

The email must explain:

- What kind of messages the person is agreeing to receive (e.g., shipping updates, promotions, reminders)
- That message frequency varies
- That message and data rates may apply
- Instructions to text HELP for help
- Instructions to text STOP to unsubscribe
- Links to your Privacy Policy and Terms of Service

2. Affirmative action required

The recipient must actively take a step to opt in, such as:

- Clicking a clearly labeled button like “I Agree to Receive SMS Messages”
- Replying “YES” or “I agree” to the email (if using reply-to-opt-in format)
- Filling out a form linked in the email (see electronic form requirements)

3. Proof of consent

You must retain records of:

- The email content that included the disclosures
- The timestamp and IP address (if using a web form)
- Confirmation that the recipient took an affirmative action (click or reply)

Example Email Consent Language:

Example email when using a confirmation button:

[Business Name] would like to send you messages regarding your account. If you subscribe, you may reply STOP to opt-out at any time or get help through our website or by responding HELP. Message and data rates apply; Messaging frequency may vary. See Privacy Policy and Terms of Service at **[Business Website URL]** for additional details.

Click the button below to opt-in:
[I Agree to Receive SMS Messages]

Example language when requesting a reply for opt-in:

Please reply “**I agree**” to receive SMS notifications regarding my account from **[Business Name]**. Reply **STOP** to opt-out; Reply **HELP** for help; Message and data rates apply; Messaging frequency may vary. See Privacy Policy and Terms of Service at **[Business Website URL]** for additional details.

Obtaining express consent via electronic form

Tip

As most websites include contact us forms or other forms that ask for a phone number, and are required to obtain consent when doing so, this form of consent is often the easiest to demonstrate, and the fastest to get approved.

You may also obtain consent by adding a checkbox or sign up form on your website, mobile app, or through other electronic forms (such as Google Forms). This form can either be specific to SMS, or a general form, such as “Contact Us” or “Request information.”

It’s important to note that any form on your website that collects a phone number requires consent language to be added, regardless if the phone number is being used to collect SMS or not.

Also consent must be optional, and must be specific to and exclusive to SMS, meaning it cannot be combined with other means of communication such as email or phone calls. If you are collecting consent for multiple means of communication, you should separate those into separate sections or checkboxes depending on your requirements.

Requirements for electronic form based SMS consent:

- Forms must contain a checkbox with consent language
- The checkbox must be part of the form and clearly visible
- The checkbox cannot be pre-checked or required (must be optional)
- Checkbox language must be specific to, and exclusive to SMS
- Checkbox language must include the following elements:
 - What kind of messages the person is agreeing to receive (e.g., shipping updates, promotions, reminders)
 - That message frequency varies
 - That message and data rates may apply
 - Instructions to text HELP for help
 - Instructions to text STOP to unsubscribe
 - Links to your Privacy Policy and Terms of Service

For example, your website could have an optional checkbox with the following language:

I agree to receive SMS notifications regarding my account from **[Business Name]**. Reply **STOP** to opt-out; Reply **HELP** for help; Message and data rates apply; Messaging frequency may vary. See **[Privacy Policy]** and **[Terms of Service]** for additional details.

An example form with this language may look like:

Name

Email Address

Phone Number

☐ I agree to receive SMS notifications regarding my account from [Business Name]. Reply STOP to opt-out; Reply HELP for help; Message and data rates apply; Messaging frequency may vary. See [Privacy Policy](#) and [Terms of Service](#) for additional details.

REGISTER NOW!

Obtaining express consent via paper form

You may obtain consent through traditional paper forms, but must be able to provide a copy of a blank form for review. Paper forms may be used for example at health clinics, a retainer agreement, auto dealership, or for other in person interactions.

The paper form should be signed by the recipient, and must include the following:

- The phone number opting into messages
- What kind of messages the person is agreeing to receive (e.g., shipping updates, promotions, reminders)
- That message frequency varies
- That message and data rates may apply
- Instructions to text HELP for help
- Instructions to text STOP to unsubscribe
- Links to your Privacy Policy and Terms of Service

Example language:

I agree to receive SMS notifications regarding my account from **[Business Name]**. Reply **STOP** to opt-out; Reply **HELP** for help; Message and data rates apply; Messaging frequency may vary. See Privacy Policy and Terms of Service at **[Business Website URL]** for additional details.

[Phone number]

[Signature]

Obtaining express consent via SMS

Express consent may also be obtained by having the recipient message you requesting to opt-in to SMS communications. This can be done by giving them your number and having them message that number, or by having them type a keyword “SAVE NOW” to your phone number.

However, simply providing the phone number itself is not sufficient for a recipient to be able to provide consent to opt-in. They must also be provided with important details before sending a message to your number, this includes:

- What kind of messages the person is agreeing to receive (e.g., shipping updates, promotions, reminders)
- That message frequency varies
- That message and data rates may apply
- Instructions to text HELP for help
- Instructions to text STOP to unsubscribe
- Links to your Privacy Policy and Terms of Service

This request to opt-in must also be logged, and you may be required to provide proof of how they obtained your phone number, the above information being shared, and logging consent (such as in a CRM).

Example language:

Text [Phone Number] “**SAVE TODAY**” to receive coupons and deals via SMS from [Business Name]. Message and data rates apply; Messaging frequency may vary. Reply **STOP** to opt-out; Reply **HELP** for help; See Privacy Policy and Terms of Service at [Business Website URL] for additional details.

Shared express opt-in lists/ consent

Mobile carriers prohibit the sharing, selling, or use of mobile opt-in lists or consent. This means that consent cannot be shared with any third party for their usage, and any consent shared with you by a third party is not considered valid.

If you obtain a customer's information from a third party, even if they agreed to receive SMS messages from that party or their affiliates, you must obtain express consent from them through one of the methods above before contacting them. **Failure to do so may result in a loss of ability to use SMS. Any customer found to be using acquired/ third party lists for sending SMS messages without first obtaining direct, express consent from recipients will immediately have SMS disabled.**

Double opt-in/ opt-inconfirmation

While not required, using double opt-in (eg “Respond YES to receive SMS messages”) or sending a confirmation SMS after opt-in helps prove consent and reinforce trust. This message should restate the disclosures and provide STOP/HELP instructions again.

Express SMS consent requirements by format

Requirement	Verbal consent	Written consent (paper forms)	Written consent (Electronic/email/Text)
Types of messages (e.g., alerts, promos)	Must be stated aloud	Must be clearly written	Must be included near opt-in action
Message frequency disclosure	Must be stated aloud	Must be included in writing	Must be shown clearly near opt-in
Message/data rates Notice	Must be mentioned aloud	Must be written	Must be visible at opt-in
Opt-out instructions (e.g., text STOP)	Must be spoken	Must be written	Must be near submit/ checkbox
Help instructions (e.g., text HELP or URL)	Must be spoken	Must be included	Must be included
Privacy policy link or info	Mentioned aloud or sent after*	Must be listed or referenced	Must be linked
Terms of service link	Mentioned aloud or sent after*	Must be listed or referenced	Must be linked
Proof of consent required	Yes — e.g., call recording, CRM log	Yes — signed form or document	Yes — timestamp, method, form data

Clear opt-in action required	Verbal agreement must be recorded or documented	Signature or initial required	Checkbox, keyword, or "I agree"
Confirmation message recommended	Strongly recommended	Best practice	Best practice

* Verbal consent must **mention** Privacy Policy and Terms and provide them in follow-up (e.g., email or SMS with links).

Logging express consent

Mobile carriers and aggregators require message senders to obtain consent PRIOR to sending SMS messages to a recipient. Consent can be obtained multiple ways, depending on the type of message being sent. CTIA breaks up messages and consent levels into three categories: conversational, informational, and promotional.

To meet carrier and CTIA compliance standards, message senders must log and retain specific data when collecting consent. As part of the registration process you may be required to provide proof of logging. Mobile carriers may also request logging information at any time to ensure proper consent has been obtained prior to messaging recipients.

When logging consent, be sure to track:

- Phone number that provided consent (the recipients number)
- Phone number they consented to receiving messages from
- Date and time consent was given
- Method of consent (e.g., phone call, in-person, web form, etc.)
- Purpose of consent (e.g., appointment reminders, account notifications)
- Name of agent or system that received consent (if applicable)
- IP address (if applicable, eg: website form)

Managing opt-out

Recipients have the right to opt-out of a conversation or withdraw consent any time. They must be allowed to opt-out via text, using common keywords including **STOP** and **UNSUBSCRIBE**. Recipients must also be allowed to opt-out by contacting you via telephone, email, contact us forms, or traditional mail.

To assist in opt-out management, RingCentral will automatically block sending messages to any number that replies STOP or UNSUBSCRIBE from the number that message is sent to. This information is available in the [Admin Portal](#). You can learn more about managing opted out numbers using RingCentral on our [support site](#).

If a recipient does opt-out, you will not be able to send them SMS messages from the number they opted out of until they respond back with START or SUBSCRIBE.

Please note that while RingCentral provides this capability, it is still the sender’s responsibility to remove opt-outs from their list. Particularly since recipients may choose to opt out via different methods.

Businesses are required to honor all opt-out requests, and failure to do so may result in SMS being disabled.

Website requirements

In order to use SMS, mobile carriers and DCAs require that businesses have an approved form of web presence, such as a long-established Facebook page or a website that includes a compliant privacy policy and terms of service.

In addition any form on the website that asks for a phone number **MUST** collect SMS consent, regardless if the form is being used to collect phone numbers for the purpose of SMS.



Web forms

Web forms on your website that collect consumer phone numbers must obtain explicit SMS consent, *regardless if the phone number field is being used to collect phone numbers for SMS usage or not.*

It's important to note that SMS consent **MUST** be optional and not pre-checked, meaning it cannot be required. **It must also be specific and exclusive to SMS**, meaning it cannot be combined with other forms of communications (email, voice calls, faxes, etc) or required aspects (terms of service).

The language for consent must also include the following elements:

- Clearly state the recipient is opting in to receive SMS/ MMS from your business
- What the recipient is opting into (what types of messages)
- The frequency of the messages to be sent
- Any fees associated with subscribing to SMS
- Notice that data and message rates may apply
- Information on how to get help for SMS
- Information on how to opt out of messaging

If the phone number is optional, there must be a disclaimer that incorporates the above, while making it clear that if they provide their phone number they are agreeing to receive SMS.

Example language for messages regarding a customer's account:

By providing my phone number, I agree to receive SMS notifications regarding my account from **[Business Name]**. Reply **STOP** to opt-out; Reply **HELP** for help; Message and data rates apply; Messaging frequency may vary. See Privacy Policy and Terms of Service for additional details.

Example language for marketing messages:

By providing my phone number, I agree to receive SMS regarding products and services from **[Business Name]**. Reply **STOP** to opt-out; Reply **HELP** for help; Message and data rates apply; Messaging frequency may vary. See Privacy Policy and Terms of Service for additional details.

If the phone number is required, there must be an optional checkbox incorporating the following, while making it clear that if they check the box they are agreeing to receive SMS. The checkbox CANNOT be pre-checked or required.

Example language:

I agree to receive SMS notifications regarding my account from **[Business Name]**. Reply **STOP** to opt-out; Reply **HELP** for help; Message and data rates apply; Messaging frequency may vary. See Privacy Policy and Terms of Service for additional details.

Privacy Policy

Mobile carriers and aggregators require businesses to have an easily accessible, and easily understood privacy policy. As part of the review process, lay evaluators will assess the policy to determine whether or not it complies with industry requirements.

To be compliant with carrier policies, your privacy policy **MUST** include the following:

- What personal information is collected
- How personal information is used
- Who personal information is shared with

Your privacy policy must also include clear language that SMS consent is not shared with third parties, for example:

Your mobile number and consent to receive texts will not be shared with any third party or affiliates

Remember, your privacy policy must be easily accessible and must be easily found on any web forms (for example, by adding a link near the consent language). To help prevent rejections, it is a best practice to include a link to your privacy policy on the footer of each page of your website.

Terms of Service

Your website must also contain easily accessible, easily understandable terms of service with information specific to SMS. As part of the review process, your Terms of Use, Terms of Service, or EULA will be evaluated by a lay evaluator to determine whether or not it is compliant with industry requirements.

As such it is important to include the following in any legal Terms which govern an interaction in which a user may provide consent to receive SMS from your business:

- How a recipient may opt into SMS messages
- What type of SMS messages will be sent
- The frequency of messages a recipient can expect to receive
- Message and data rate notices
- A link to your privacy policy
- Help instructions
- Opt-out instructions

Example language:

SMS Terms of Service

By opting into SMS from a web form or other medium, you are agreeing to receive SMS messages from **[Business Name]**. This includes SMS messages for appointment scheduling, appointment reminders, post-visit instructions, lab notifications, and billing notifications. Message frequency varies. Message and data rates may apply. See privacy policy at <https://mysite.com/privacy-policy>. Message **HELP** for help. Reply **STOP** to any message to opt out.

Remember, your Terms of Service must be easily accessible and must be included on any web forms. To help prevent rejections, it is a best practice to include a link to your privacy policy on the footer of each page of your website.

Age Gating

For some industries, carriers require that the website verify the age of the visitor prior to being able to access the website or services. This gate is required prior to a business being allowed to use SMS. For example, websites that sell or reference alcohol must first ask visitors to provide their date of birth (as an example) to demonstrate that they are 21 years of age or older (in the US). Age gating also applies to mature content that is not intended for consumption by individuals under a certain age.

Information needed to register

To help ensure a successful registration, please collect the following information BEFORE starting your application:

- ☐ Legal business name as registered with the IRS (see SS-4) or your country's business registrar
- ☐ Employee Identification Number (EIN) as assigned by the IRS, Business Number if registered in Canada, or federally provided business identification number if registered elsewhere
- ☐ Doing business as (DBA) name if different from legal business name

- ☐ Business address and personal contact information
- ☐ Your business website (ensure it meets website requirements above)
- ☐ Information about how your business will use SMS
- ☐ How your business obtains consent PRIOR to sending SMS messages
- ☐ Screenshots or a copy of the document used to collect SMS consent if requested
- ☐ The expected amount of messages you will send per day for all numbers assigned
- ☐ 3-5 sample messages that reflect the types of messages you will be sending and include your name and opt out language (e.g. “Reply STOP to opt out”, [examples](#))
- ☐ A link to your website’s Privacy Policy
- ☐ A link to your website’s Terms of Service

For Canadian customers, please use your legal business name and the first 9 digits of your Canada assigned Business Number.

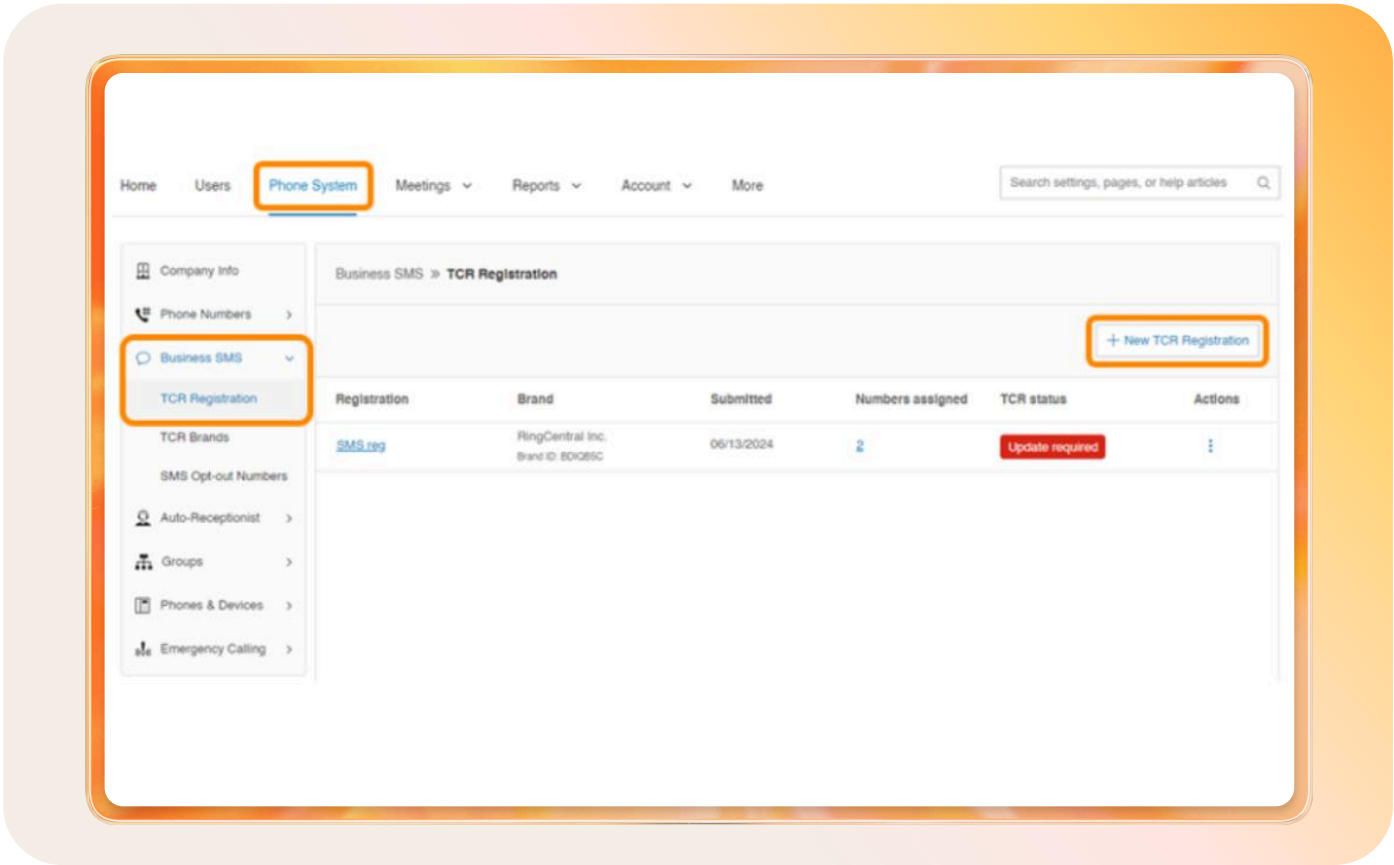
Note: you will need this information for each unique business name you will be sending SMS messages on behalf of, or for each unique SMS use case (e.g. automated account notifications, marketing, and day-to-day conversations).

Registering your company

To help ensure messages sent to recipients of US mobile carriers are trusted and legitimate, mobile carriers require businesses to register their brand. This helps mobile carriers ensure that the company is who they claim to be, as well as helps ensure compliance with carrier and DCA rules.

1. Log in

To register your business first log in to the RingCentral Admin Portal. Then select “Phone System,” “Business SMS,” and then “TCR Registration.”



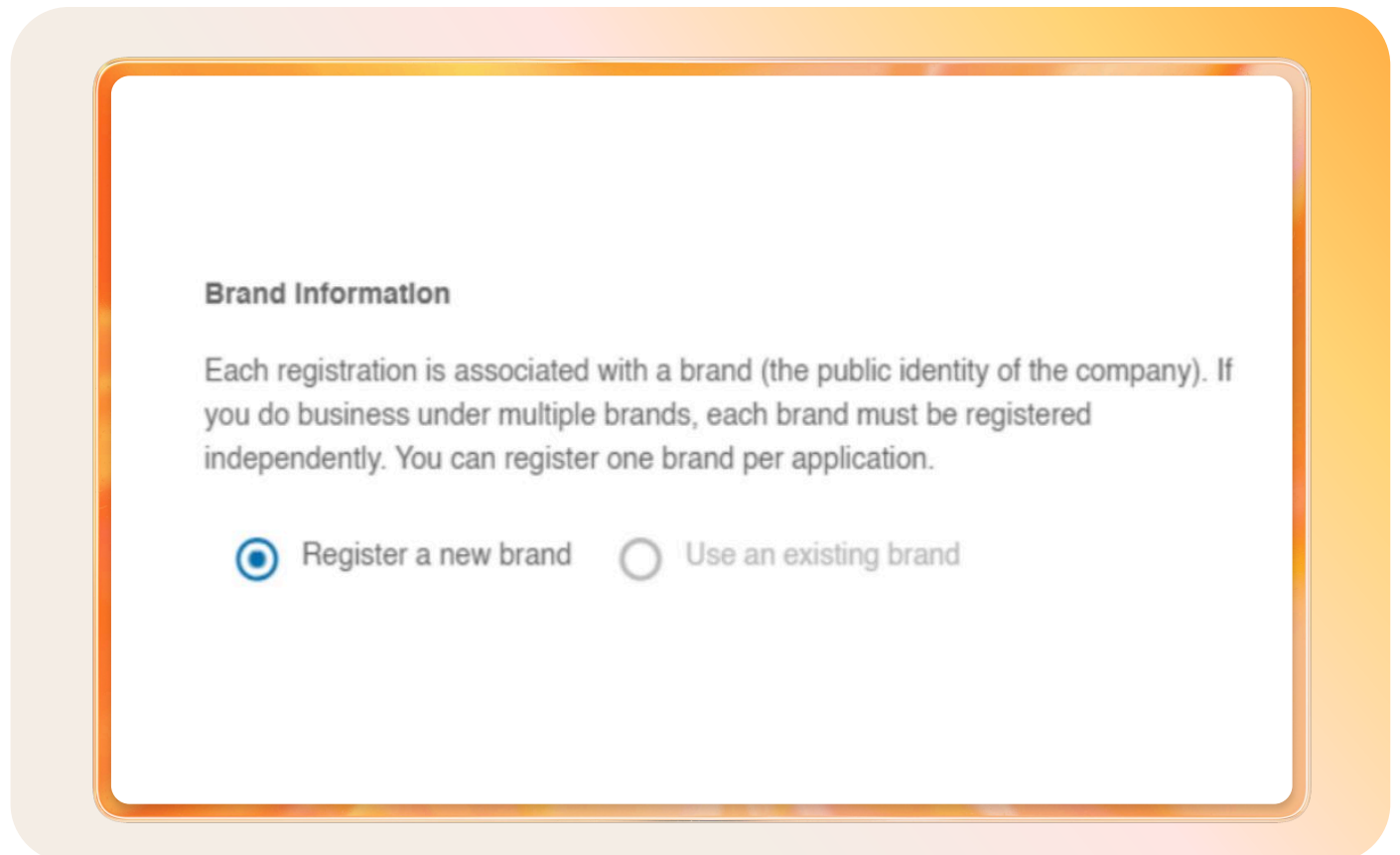
Depending on if this is the first time you are submitting an application, you may see a screen with an image and a blue button that says “Start registration,” or you may see the screen above with a white button in the top corner that states “**New TCR Registration.**” Click either of these buttons to begin.

2. Enter application name

The first field you will see will be the application name. This is an internal name used by you to be able to identify this application/ use case.

3. Enter brand information

If this is the first time you’re creating a brand you will only have the choice to register a new brand. If you have already submitted an application and have an approved brand, you can reuse this brand on additional applications.

A screenshot of a web form titled "Brand Information". The form has a white background with a thin orange border. At the top, the title "Brand Information" is in bold. Below it, a paragraph explains that each registration is associated with a brand (the public identity of the company) and that if you do business under multiple brands, each must be registered independently. At the bottom, there are two radio button options: "Register a new brand" (which is selected) and "Use an existing brand".

Brand Information

Each registration is associated with a brand (the public identity of the company). If you do business under multiple brands, each brand must be registered independently. You can register one brand per application.

☒ Register a new brand ☐ Use an existing brand

If you will be sending SMS from multiple business names, even if they share the same EIN, you will need to register a brand for each unique business.

Important

Your legal business name and EIN must match your SS-4 or business registration with the IRS. Any mismatch will result in an automatic rejection.

- **Name:** The person completing the registration.
- **Contact email and phone number:** Contact information for the person completing the registration.
- **Legal business name:** The business name as it appears on your company IRS SS4 form submitted to the government (names must match exactly).
- **Brand name (Doing Business As):** This is your business's public identity. For most companies, it will be similar to your legal business name.
- **Work industry:** The industry most applicable to your business.
- **Legal business classification:** The official categorization of your business.
- **Tax issuing country:** The country where your business is registered.
- **Employer identification number (EIN):** The 9-digit tax identification number on your company IRS SS4 form (United States). For Canada, use the first 9 digits of your Business Number.

- **Business address, City, State, Postal code, Country:** Physical address for your company. Enter the address exactly as it appears on your company IRS SS4 form.
- **Stock exchange and Stock symbol (for publicly traded companies only):** Publicly traded companies must enter their stock information.
- **Website URL:** A working website address for your business. All customers must have a web presence or the registration will be rejected.

Important

Publicly traded companies must [complete two-factor email verification](#) after submitting the application. If two-factor verification isn't completed within five days, a warning icon will be displayed on the TCR registration page. Complete the email verification to avoid registration processing delays.

Registering your SMS use case

This is the core step of TCR registration—telling carriers what kind of SMS content you're sending, why you're sending it, and who it's going to. This ensures compliance, lowers risk of filtering, and improves deliverability.

Choosing the right use case(s)

Selecting the correct use case is one of the most important steps in the registration process—and one that directly affects your deliverability, approval speed, and long-term compliance.

Each use case is more than just a label. It represents a technical classification used by mobile carriers to determine how your messages are filtered, what kind of content is allowed, and what level of vetting or scrutiny applies.

Even if you're sending all messages to a single group of customers, you may still need multiple use cases if those messages serve different purposes. For example, a business might send order confirmations, promotional discounts, and appointment reminders. These aren't all the same type of message, even if the recipients are.

Helpful questions to determine what you need:

- Are your messages triggered automatically, or are they written manually?
- Are you initiating the conversation, or are you replying to inbound messages?
- Do your messages contain promotions, discounts, or offers?
- Are you sending notifications, reminders, alerts, or support responses?
- Are you using SMS for internal communication between staff?

If you answer “yes” to more than one of these, you may need multiple use cases. And that’s perfectly normal.

Properly classifying your SMS traffic at the start:

- Reduces your risk of rejection or delays
- Ensures better message throughput and delivery rates
- Helps avoid suspension due to unintentional misuse of a campaign type

Remember

"Conversational" does not simply mean "the recipient can reply." It refers to a live, two-way, human-to-human exchange that is typically initiated by the recipient, without automation, scheduling, or promotional intent.

When in doubt, ask yourself: What am I using SMS for? Not just today but across the lifecycle of a customer or employee interaction. **If your messaging serves multiple functions, your registration should reflect that.**



Step 1: Describe the services your business provides

The first question you will be asked is "What service does your company or business provide to your customers?" Describe in detail what services your company offers.

A screenshot of a registration form for SMS messaging. At the top, there is a progress bar with four steps: 1. Register your business, 2. SMS message details (highlighted in blue), 3. Link your numbers, and 4. Confirm and Submit. Below the progress bar, the section is titled 'SMS message details'. It asks the user to answer questions to help understand how their company uses SMS. The first question is 'What service does your company or business provide to your customers?'. Below this question is a text input field with a placeholder that says 'Using your own words, tell us a sentence or two describing what your business does. (max 400 chars)'.

Step 2: Select your use case(s)

Select up to five use case(s) that best reflect the type(s) of messaging you will be sending. You may choose between conversational only messaging, or standard business use cases. While you cannot combine conversational and standard use cases, standard use cases can also be used for conversational messaging.

Important

Your use cases must be described in the consent language and Terms of Service. If the use cases do not match the types of messages being described in the consent language used to obtain consent, or in your Privacy Policy or Terms of Service, your application will likely be rejected.

What types of text messages will you send?

Add up to 5 use cases. For each of use case, you will be asked to provide additional details including sample messages.

Tip: Please be thorough and accurate. The more details you can provide, the faster we will be able to process your application, and the more likely your application will be approved.

Select a use case ▼

Conversational only messaging

Conversational messaging refers to one-to-one, human-to-human communication initiated by the recipient, where each message is contextually tied to the ongoing conversation. Marketing, repetitive, list based, or automated messaging is strictly prohibited under this use case.

Conversational use cases are also typically initiated by the recipient, and are typically used in day to day interaction scenarios.

Common Rejection Reason

Many use cases are accidentally submitted as "conversational" but include automated, bulk, or repetitive messaging, which is strictly prohibited and can result in the rejection of your application, or suspension of your registration later on, even if approved.

Restrictions for Conversational Messaging Campaigns:

- Must be live, human-to-human communication
 - No bots, AI replies, or automated flows — even if they respond to user input
- Cannot involve list-based messaging
 - You may not send repetitive or list based text messages
- No scheduled or recurring messages
 - Each message must be contextually responsive to the recipient's last input

- No marketing, promotions, or informational pushes
 - Messages must not be marketing or promotional in nature, even if using a conversational tone
- No follow-up texts without express consent or user-initiated re-engagement
 - Once a conversation ends, you may not restart it unless the user texts again first or unless you asked them for permission to follow up in your conversation with them

Acceptable Use Case Examples:

- A customer texts your business asking for help updating their account, and a human agent replies
- A patient messages a clinic to confirm an appointment and a receptionist responds directly

Unacceptable Use Case Examples:

- A business texts customers with a weekly “Just checking in!” message
- A chatbot texts back instantly to all inquiries with canned responses
- A salon sends personalized appointment reminders under a "conversational" campaign (this should be registered under customer care, not conversational)

Reminder

Conversational use cases are evaluated for tone, frequency, and response logic. If your use case includes proactive outreach, automation, or marketing, it should be classified under a different campaign type (e.g., customer care, account notifications, promotional, etc).

Conversations (between employees)	Day to day messages between employees working at your company
Conversational (external)	Day to day messages with external parties like customers or vendors

Category	Conversational with employees	Conversational with customers
Use Case type	Internal Communication	Conversational / Customer Care (recommended)
TCR Campaign type	Conversational (between employees)	Conversational (external) or Customer Care (recommended)
Message direction	Two-way	Two-way
Opt-in required	Yes (must be documented)	Yes (must be documented)

Category	Conversational with employees	Conversational with customers
Typical content	Scheduling, shift changes, logistics, internal updates	Support questions, appointment updates, general inquiries
Example 1	“Hey, can you cover Maria’s shift this Friday?”	“Hi! Just checking if my order has shipped yet?”

Example 2	“Team meeting rescheduled to 3pm. Please confirm you can make it.”	“Of course, we’ll resend your receipt right away. Anything else you need?”
Example 3	“Don’t forget to complete the new hire paperwork by Thursday.”	“Your appointment is set for 2pm tomorrow. Reply YES to confirm or NO to reschedule.”
Consent details	Must clearly obtain consent either verbally or in writing (such as an employee form or handbook)	Must clearly obtain consent verbally or in writing (asking in person, over the phone, web form, paper form, etc)

Standard messaging use cases

Standard use cases represent typical business communications from a business to their customers. These messages may be conversational, automated, repetitive, or list-based. Marketing or promotional messages may also be sent when you have selected the “Marketing use case.”

Standard use cases are recommended for most businesses as they offer the greatest flexibility, and allow you to use auto-responses, RingCentral’s Workflow Builder, SMS integrations, or third-party workflow tools.

Account notifications	Notifications on an account’s activity status or renewal reminders
Customer care	Customer interaction notifications
Delivery notifications	Information about the status of a delivery
Fraud alert messaging	Informing customers about likely fraudulent activity
Higher education	Notifications from colleges, universities, or other education updates regarding reopening, examination updates, and so on
K-12 education	Notifications from schools including announcements, scheduling update info for students and parents, and so on
Marketing	Communications that include marketing and promotional content including discounts, special offers, and other marketing-related use cases
Polling and voting	General announcements regarding public awareness campaigns
Security alerts	Notifications warning about security threats or breaches such as suspicious login attempts, unusual activity to their account or phishing attempts.

Step 3: Submit sample messages

You must provide 3-5 message samples with **at least one message sample** per use case. These messages should be reflective of ones you might send, should include your most common URL or phone number, and should not contain any confidential information. Samples messages must include your brand name and clear opt-out language.

Each message should reflect the type of content you would normally send via SMS, and should include:

- A reference to your business/brand name as registered above
- Option out language, for example: “Reply STOP to opt-out”

Provide 3 - 5 examples of messages your employees typically send for the use case(s) selected above.

We will include opt-out language in each of your sample messages. (e.g. Reply STOP to opt-out).

Tip: If you plan to send phone numbers, or web link URLs, be sure to include them in your sample message

Example #1

Example #2

Example #3

Example (marketing):

Enjoy 25% off your next order from Acme Boutique! Visit ourboutique.com and use coupon SAVE25. Msg&data rates may apply. Reply **HELP** for help, **STOP** to opt out.

Example (customer care):

Hi Sam, your appointment with Carl's Auto is confirmed for 2pm Monday. Reply **HELP** for support, **STOP** to cancel msgs.

Step 4: Answer questions about your use case

You will be asked "Do your messages include phone numbers:" Choose Yes or No. If you choose Yes, one of your example messages must include at least one of your business phone numbers, otherwise your registration will be rejected.

Next, you will be asked "Do your messages include URLs, web links, or email addresses:" Choose Yes or No.

If you choose "yes," provide a sample embedded link that will be sent to subscribers. One of your example messages must include the same embedded link or your registration will be rejected.

Step 5: Provide Privacy Policy and Terms of Service links

You will be asked "Do your messages include phone numbers:" Choose Yes or No. If you choose Yes, one of your example messages must include the phone number you send from, otherwise your registration will be rejected.

Please include a website link to your online privacy policy. This is a required step that will lead to rejection if skipped. To be compliant with carrier policies, your privacy policy MUST include the following:

- What personal information is collected
- How personal information is used
- Who personal information is shared with
- Privacy policy must include clear language that SMS consent is not shared with third parties or affiliates, for example: "Your mobile number and consent to receive texts will not be shared with any third party or affiliates"
- Ensure that your privacy policy is easily accessible and prominently included on web forms, such as by adding a link near the consent language. As a best practice, also include a link to your privacy policy in the footer of every page on your website.

Please include a link to your online SMS Terms & Conditions or where this information can be found in your privacy policy. The Terms & Conditions must include information on the types of messages the user can expect to receive (example appointment reminders, order alerts, account notifications etc).

The Terms & Conditions must also include:

- Messaging frequency may vary.
- Message and data rates may apply.
- To opt out at any time, text STOP.
- For assistance, text HELP or visit our website at [Brand Website URL].
- A link to your Privacy Policy

Step 6: Explain how you get consent

Carriers require a clear opt-in path. You'll need to describe how users agree to receive your texts. Acceptable methods include:

- **Website form:** requesting consent via your website or an electronic form
- **Paper form:** requesting consent via a traditional form such as a patient filling out information at the front desk
- **Email:** requesting consent from the recipient via email prior to messaging them
- **Keyword opt-in:** e.g., texting "JOIN" to a number prior to messaging them
- **In-person or verbal consent:** consent obtained in person or over the phone, requires you to share a script of the language used to obtain consent
- **They message you first (implied consent):** the most difficult to prove, must demonstrate how recipients get your number to message you, that they received the appropriate messaging disclaimers, and how you track this consent

Remember, your consent language must include:

- What type of messages you'll send
- Message frequency (e.g., "Up to 4 msgs/month")
- Data and message rates may apply
- Opt-out and HELP instructions
- Links to Privacy Policy and Terms of Service

Keep in mind consent must be obtained prior to messaging a recipient, and must be clear and unambiguous. For more information on consent please review the [Obtaining Consent](#) section of this guide.

Step 7: START/STOP/HELP auto-reply messages

Regardless of your use case, TCR requires you to submit example START/ STOP/ HELP keyword messages. RingCentral automatically enforces the STOP keyword, but you are encouraged to set up a response for the HELP keyword. This can be done using the RingCentral Workflow Builder.

On the form, **these messages are pre-filled for you. You do not need to edit these messages** unless you wish to create your own customized responses (which will be supported at a later date).

The screenshot displays the RingCentral Workflow Builder interface for configuring auto-reply messages. It features three distinct sections, each with a 'Use example language' link in the top right corner. The first section, 'Opt-in keywords', shows the keyword 'START' and a corresponding message: 'Thank you for opting into SMS messaging from [Brand/DBA]. Message frequency varies. To opt out, text STOP. For assistance, text HELP or visit [Brand Website URL]. Message & data rates may apply.' The second section, 'Opt-out keywords', shows the keyword 'STOP' and a message: 'You will no longer receive messages from [Brand/DBA]. To opt back in at any time reply START.' The third section, 'Help keywords', shows the keyword 'HELP' and a message: 'Thank you for contacting [Brand/DBA]. You can find help online at [Brand Website URL].'

Before creating your own custom messages, be sure to review the example messages below and ensure your messages contain the same elements.

Example START message:

Thank you for opting into SMS messaging from [Brand/DBA]. Message frequency varies. To opt out, text **STOP**. For assistance, text **HELP** or visit [Brand Website URL]. Message & data rates may apply.

Example STOP message:

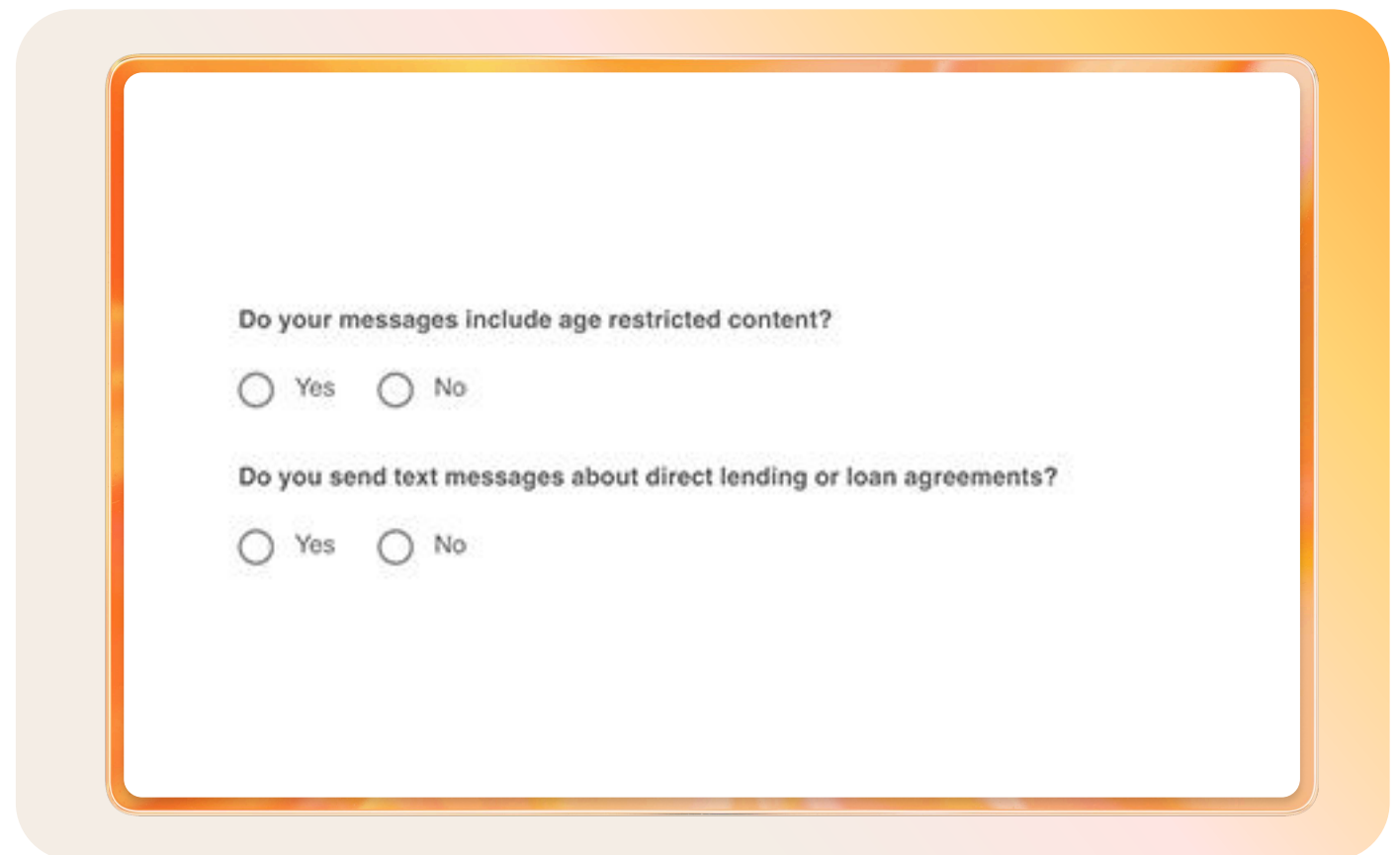
You will no longer receive messages from [Brand/DBA]. To opt back in at any time reply **START**.

Example HELP message:

Thank you for contacting [Brand/DBA]. You can find help online at [Brand Website URL].

Step 8: Answer additional questions about your use case

- You will be asked “Do your messages include age restricted content?” Choose Yes or No.
- You will also be asked “Do you send text messages about direct lending or loan agreements?” Choose Yes or No.



Do your messages include age restricted content?

☐ Yes ☐ No

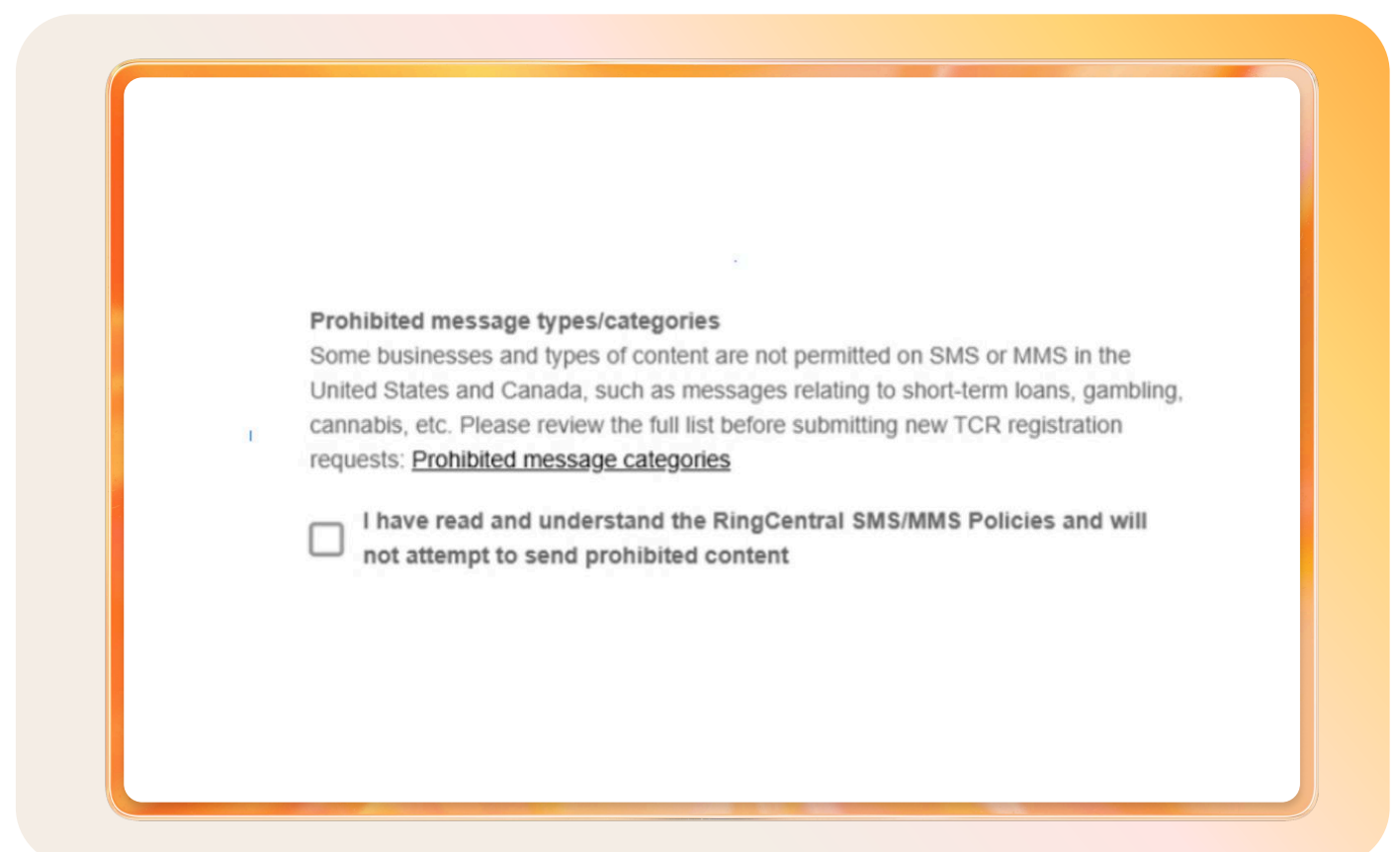
Do you send text messages about direct lending or loan agreements?

☐ Yes ☐ No

Important

Direct lending means that your financial institution is offering loans, and that 100% of loans are funded by your institution. As a reminder, brokerages or indirect lenders are prohibited from using SMS. If you are a financial institution that provides direct loans, you must select Yes or your application will be rejected.

Some businesses and types of content are not permitted on SMS or MMS in the United States and Canada, such as messages relating to short-term loans, gambling, cannabis, etc. Please review the full list before submitting new TCR registration requests: [Prohibited message categories](#).



Prohibited message types/categories
Some businesses and types of content are not permitted on SMS or MMS in the United States and Canada, such as messages relating to short-term loans, gambling, cannabis, etc. Please review the full list before submitting new TCR registration requests: [Prohibited message categories](#)

☐ I have read and understand the RingCentral SMS/MMS Policies and will not attempt to send prohibited content

Step 10: Select applicable phone numbers

You will then be asked which numbers you would like to register under this use case. By default you will be able to select up to 49 numbers initially. If you need more than 50 numbers, check the box below indicating you need 50 or more SMS enabled phone numbers. [Additional steps](#) may be required to obtain approval to enable more than 50 numbers. Read the section on [Assigning Phone Numbers](#) for additional details.

Step 11: Select message volume

As part of the carrier-required SMS registration process, in addition to one-time registration fees, you will be charged a monthly recurring fee based on the use case type and volume selected. These fees are set by the mobile carriers and their registrar, not by RingCentral.

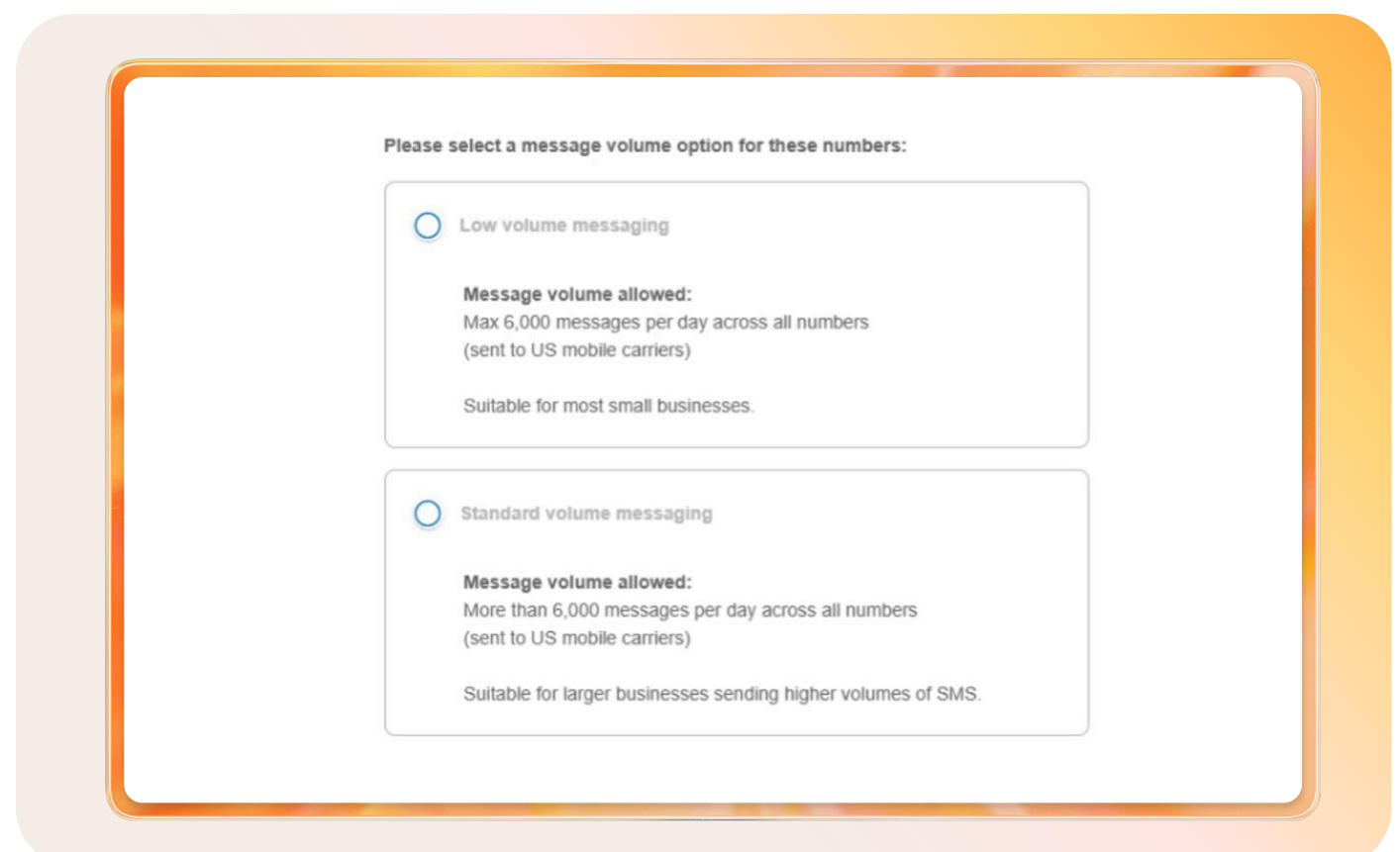
This charge will start immediately once your registration is submitted, and will continue regardless if your application is approved or not until you delete the registration. As a reminder, TCR has a three (3) month minimum on all registrations.

You'll be prompted to select a volume tier, such as:

- Low (0–6,000 messages/day)
- Standard (6,000+ messages/day)

Tip

Be as accurate as possible. Underestimating your traffic may result in message delivery issues or carrier-imposed rate limits. Once submitted, your campaign message volume cannot be changed without creating a new registration. All registrations come with a **3 month minimum commitment**.



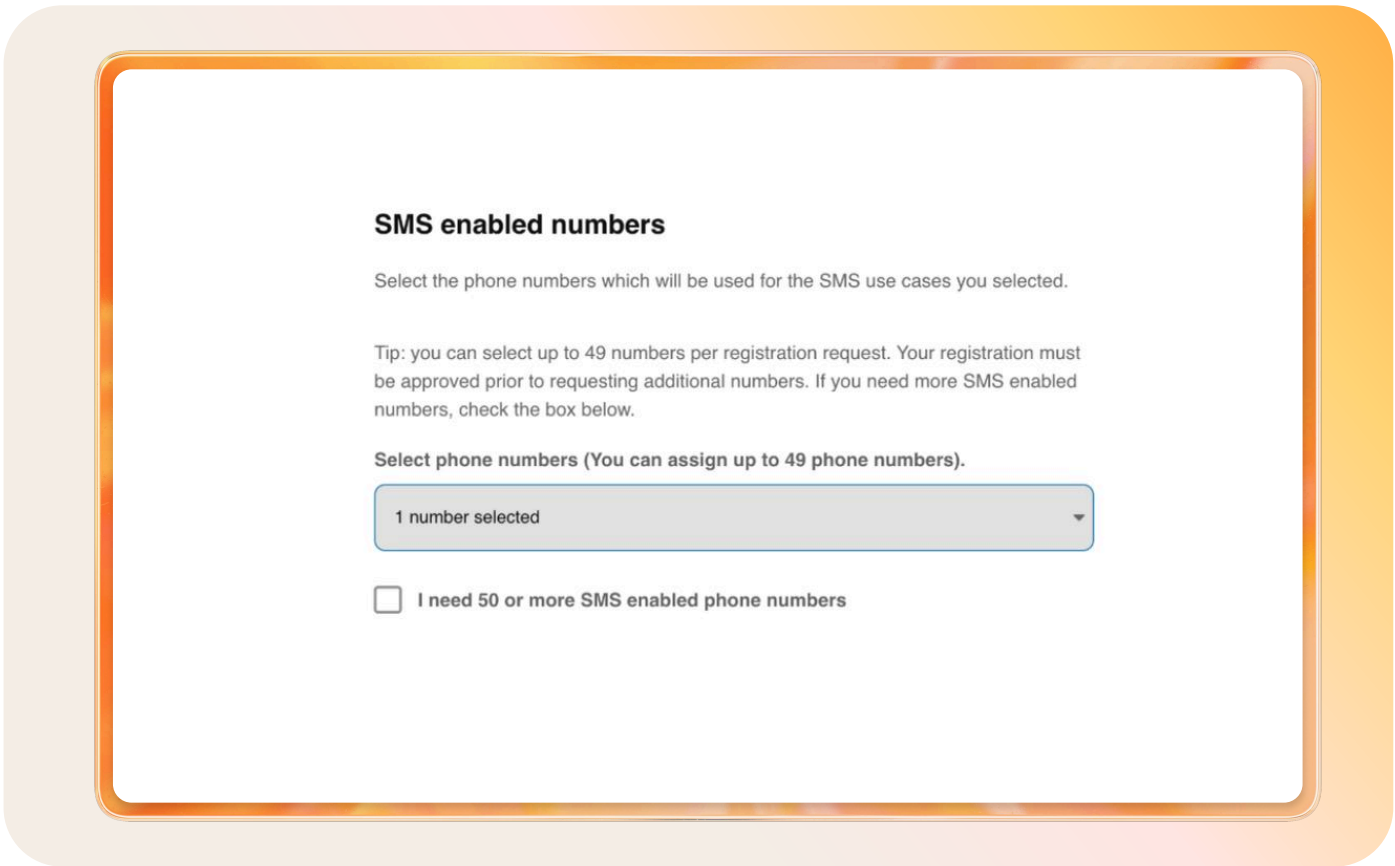
The screenshot displays a web form titled "Please select a message volume option for these numbers:". It contains two radio button options. The first option, "Low volume messaging", is selected and includes details: "Message volume allowed: Max 6,000 messages per day across all numbers (sent to US mobile carriers)" and "Suitable for most small businesses." The second option, "Standard volume messaging", is unselected and includes details: "Message volume allowed: More than 6,000 messages per day across all numbers (sent to US mobile carriers)" and "Suitable for larger businesses sending higher volumes of SMS."

Assigning numbers to your use case

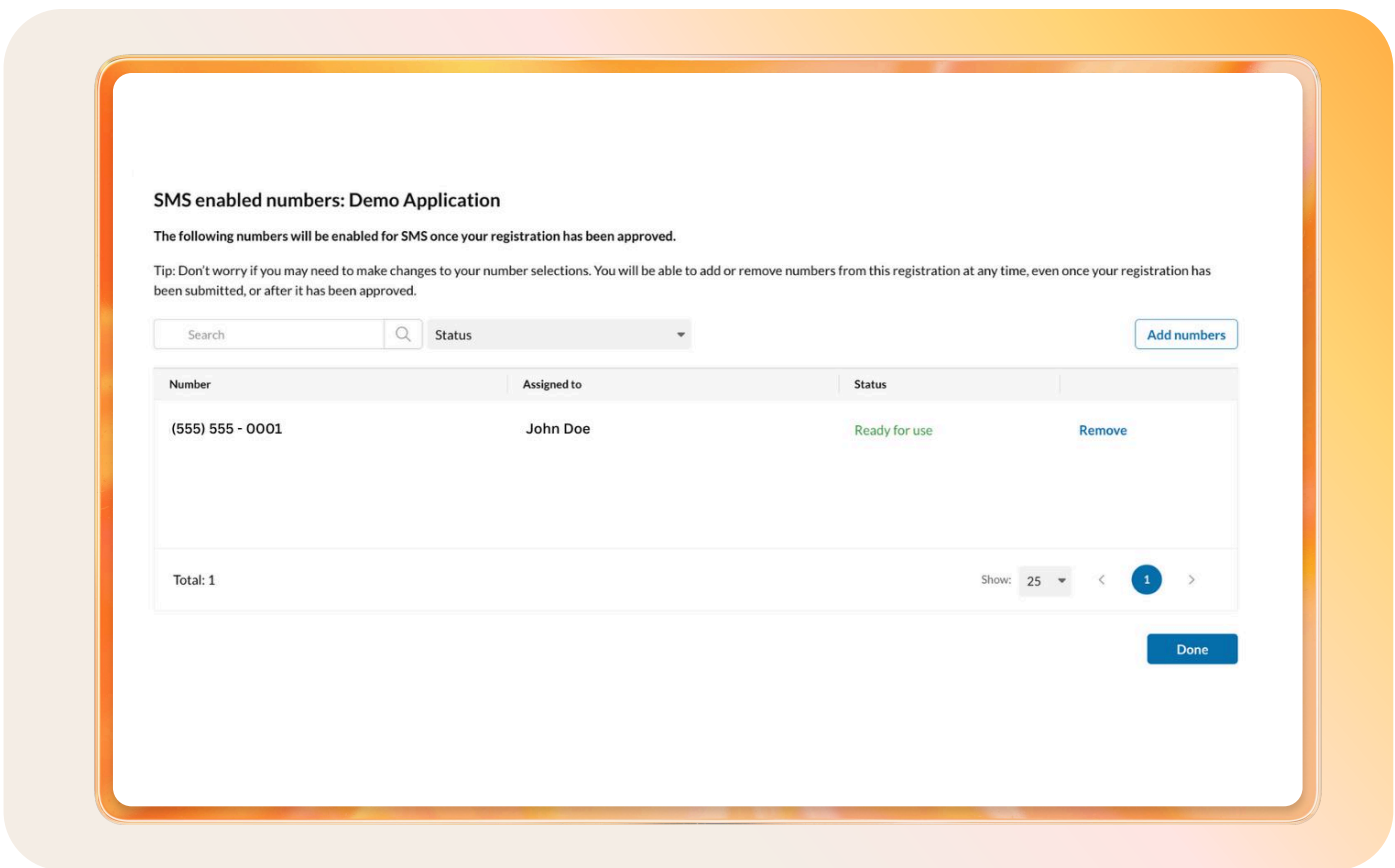
In order for a number to be considered registered, it must be assigned to a use case. You will have the ability to select up to 49 numbers to assign to your use case when creating your application. However, these numbers will not be enabled for SMS until your use case has been approved. You may also add or remove numbers at any time through the admin portal by clicking on the three dots next to your campaign, and choosing “Manage numbers.”

Assigning numbers when submitting your application

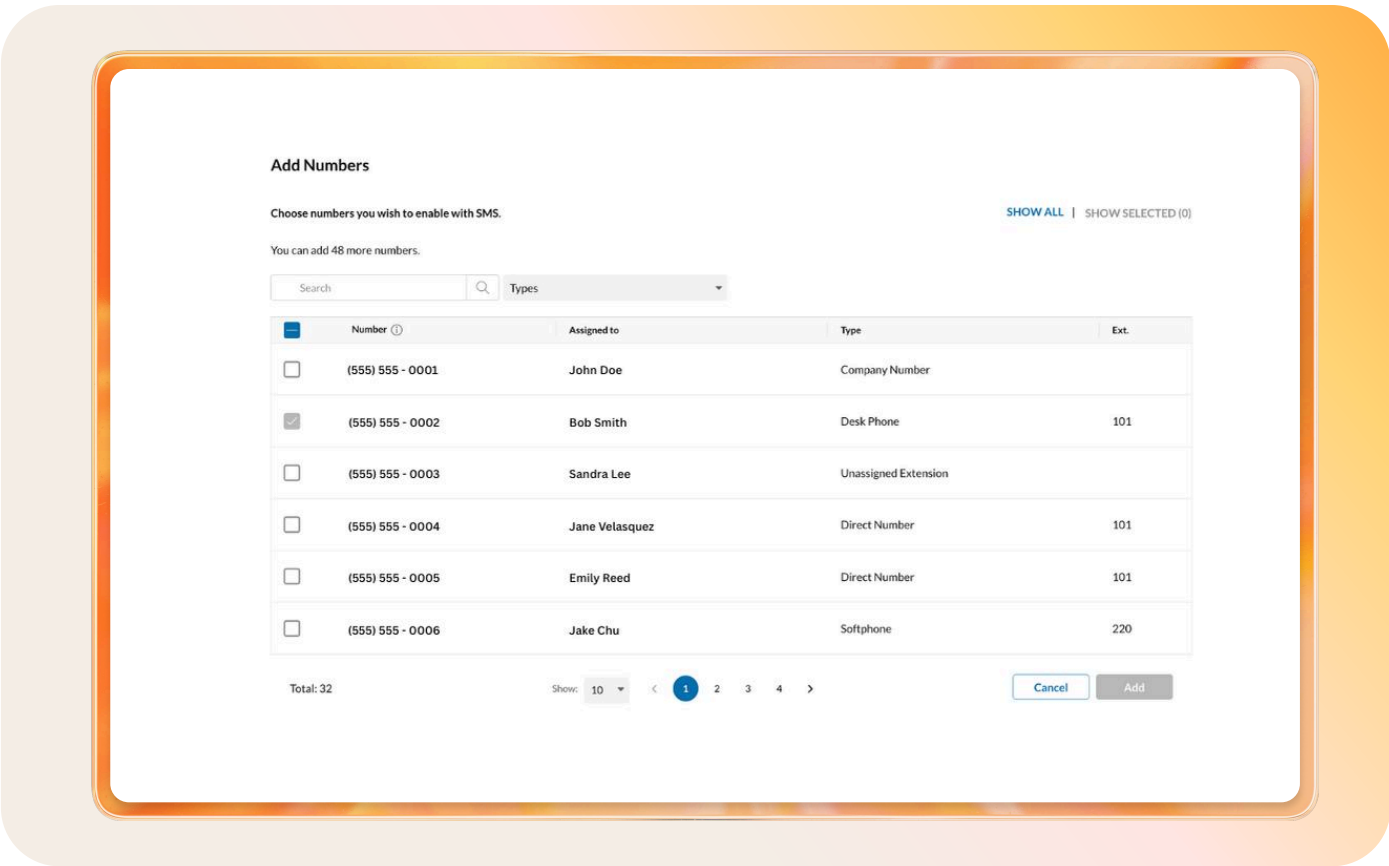
To assign numbers during your initial registration, click on the “select numbers” dropdown to open the assigned numbers screen.



Doing so will open another screen that will show any numbers assigned to this registration (blank to start), as well as an option to add more numbers by clicking “Add numbers.” **Remember, you can only add up to 49 numbers when initially registering your use case.**



Once you click the "Add numbers" button you will be able to see a list of eligible phone numbers to add to this registration. Numbers already assigned to other registrations must be removed before they can be added, however, **you should wait until this registration is approved before moving numbers from other use case registrations.** Toll-free numbers require a separate type of registration, and may not be added through this screen. Eligible phone numbers may be searched by name or number, or filtered by status. When finished, hit “Add.”



You should now see the numbers displayed on the list of phone numbers to be assigned to this registration once approved. You may click “Done” to exit the “assign numbers” screen.

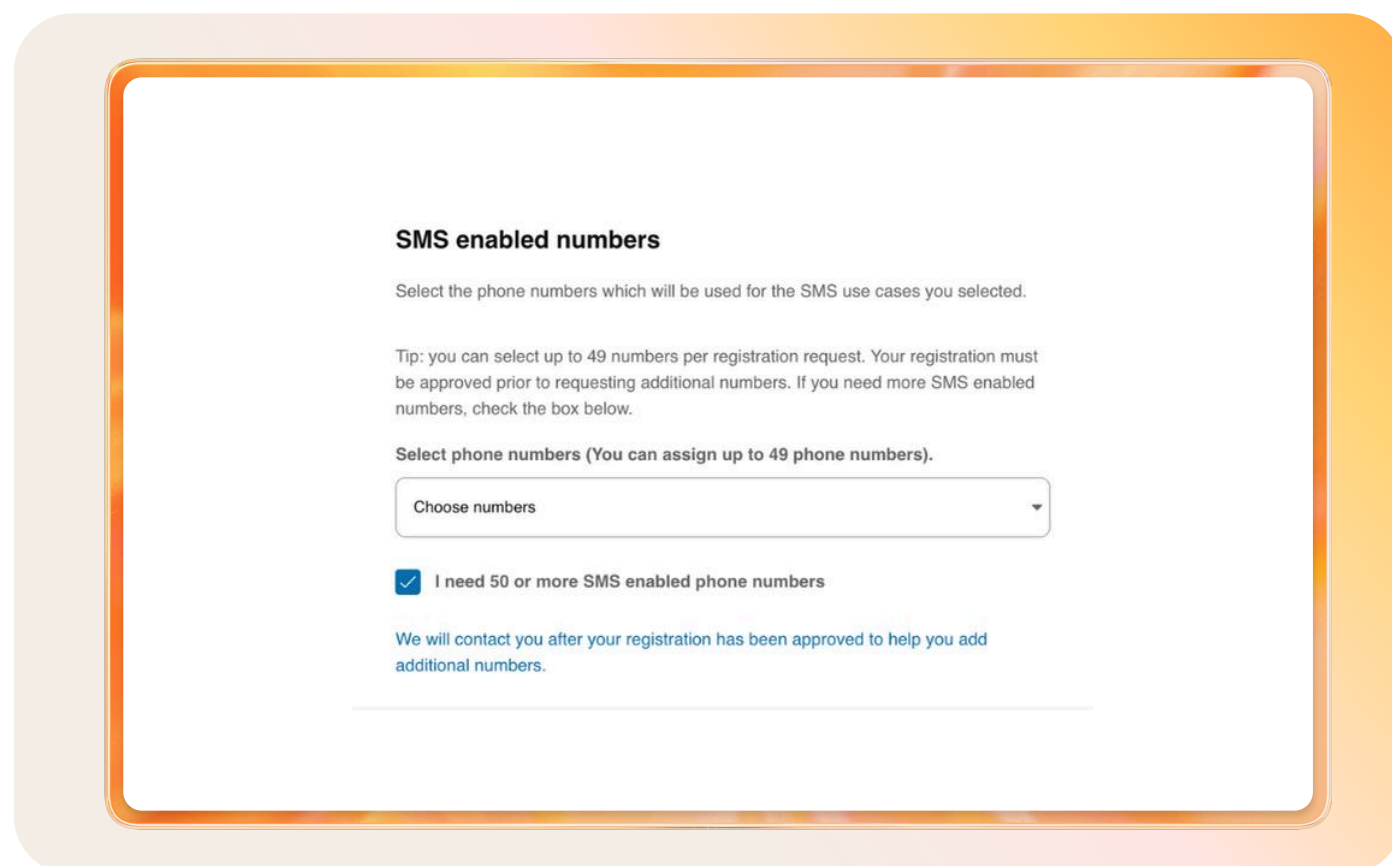
Assigning numbers after you have an approved use case

When adding or removing numbers from an approved or active use case, you want to ensure that you use the Manage Numbers feature so as not to accidentally edit the use case causing revetting. The best way to do this is by clicking on the three dots next to your use case, and selecting “Manage numbers.”

This will allow you to add or remove numbers from the campaign at any time without the risk of service disruption to the other numbers assigned to the campaign.

Numbers may be added or removed similarly to how you added numbers the first time, using the “assign numbers” screens as illustrated above. Please allow up to 72 hours for phone numbers to be SMS enabled once assigned to an approved SMS registration.

Registering more than 49 numbers on a single use case



The screenshot shows a web form titled "SMS enabled numbers". Below the title is a sub-header "Select the phone numbers which will be used for the SMS use cases you selected." followed by a tip: "Tip: you can select up to 49 numbers per registration request. Your registration must be approved prior to requesting additional numbers. If you need more SMS enabled numbers, check the box below." Below the tip is a label "Select phone numbers (You can assign up to 49 phone numbers)." and a dropdown menu with the text "Choose numbers". Below the dropdown is a checked checkbox with the text "I need 50 or more SMS enabled phone numbers". At the bottom, there is a blue link: "We will contact you after your registration has been approved to help you add additional numbers."

By default, each registration is limited by a mobile carrier to 49 numbers. For use cases that need more than 49 numbers, you may complete the Number Pool Application **after your registration has been approved**. Before completing the Number Pool application, review our [documentation](#) and determine if you need a Number Pool, or if the best course of action is to create multiple campaigns (for example if you have multiple EINs or different use cases).

What to Expect from the Number Pool Application

The application will ask you to provide:

- Your approved registration use case ID (campaign ID)
- A detailed explanation of why more than 49 numbers are required
- The type of use case (e.g., support, alerts, two-factor authentication)
- Whether the traffic will be outbound-only, bidirectional, or include automation
- Proof of consent, such as a screenshot of your opt-in form or sample customer interaction
- Whether numbers will rotate or be assigned to specific agents or departments

To begin the application process, visit:

<https://numberpool.registration.ringcentral.com/>

Important notes:

- Approval is not guaranteed. Applications are reviewed manually and can be denied if the use case appears vague, overly broad, or high-risk
- Processing can take up to 4 weeks, so plan ahead if you expect to need a number pool
- During this time, you may still launch your campaign with up to 49 numbers while your application is under review
- Your approved registration must meet all current requirements. Requests for more than 49 numbers on registrations older than several months will likely be rejected
- More guidance is available on our [support site](#).

Common registration rejection reasons

Even small oversights can lead to SMS registration denials, causing delays and preventing you from using SMS. Here are the most common rejection reasons and how to fix them before you hit submit.

Missing or inadequate privacy policy language

Why it gets rejected:

Mobile carriers and aggregators require businesses to have an easily accessible, and easily understood privacy policy. As part of the review process, lay evaluators will assess the policy to determine whether or not it complies with industry requirements.

What's usually missing:

- What personal information is collected
- How personal information is used
- Who personal information is shared with
- Clear language that SMS consent is not shared with third parties for their own purposes

How to fix:

Ensure your privacy policy contains the above elements. The following is an example of language that makes it clear you are not sharing SMS consent with third parties:

Your mobile number and consent to receive texts will not be shared with any third party or affiliates

Make sure the privacy policy is easily accessible on your site (preferably on the footer of every page) and linked directly from the opt-in consent language on any form that collects a phone number.

Missing or inadequate Terms of Service language

Why it gets rejected:

Your website must also contain easily accessible, easily understandable terms of service with information specific to SMS. As part of the review process, your Terms of Use, Terms of Service, or EULA will be evaluated by a lay evaluator to determine whether or not it is compliant with industry requirements. Your Terms of Service must explicitly outline the scope and expectations for SMS messaging.

What's usually missing:

- How a recipient opts into SMS messages
- What type of SMS messages will be sent
- The frequency of messages a recipient can expect to receive
- Message and data rate notices
- A link to your privacy policy
- Help instructions
- Opt-out instructions

How to fix:

Ensure your privacy policy or terms of service contain the above elements. The following is an example of language that might be in your terms of service or privacy policy.

By opting into SMS from a web form or other medium, you are agreeing to receive SMS messages from **[Business Name]**. This includes SMS messages for appointment scheduling, appointment reminders, post-visit instructions, lab notifications, and billing notifications. Message frequency varies. Message and data rates may apply. See privacy policy at <https://mysite.com/privacy-policy> . Reply **STOP** to any message to opt out.

Make sure the terms of service is easily accessible on your site (preferably on the footer of every page) and linked directly from the opt-in consent language on any form that collects a phone number.

Contact form doesn't meet carrier SMS consent requirements

Why it gets rejected:

Many websites collect phone numbers through general contact or signup forms, but fail to include clear SMS opt-in language. Collecting a phone number isn't the same as collecting consent to text, and consent language is required regardless of how you intend to use the phone number.

What's usually missing:

- Clearly state the recipient is opting in to receive SMS/ MMS from your business
- What the recipient is opting into (what types of messages)
- The frequency of the messages to be sent
- Any fees associated with subscribing to SMS
- Notice that data and message rates may apply
- Information on how to get help for SMS
- Information on how to opt out of messaging
- Ensure the checkbox is part of the form
- Ensure the checkbox is optional (not a required field)
- Ensure the checkbox is not pre-checked

How to fix:

Add a **clear call to action for consent**, for example adding an **optional, unchecked checkbox** with language like:

I agree to receive SMS notifications regarding my account from **[Business Name]**. Reply **STOP** to opt-out; Reply **HELP** for help; Message and data rates apply; Messaging frequency may vary. See Privacy Policy and Terms of Service for additional details.

Sample messages missing brand or opt-out language

Why it gets rejected:

Every SMS registration application must include between 3-5 example messages, and all message samples must include your brand name and clear opt-out instructions (e.g., "Reply STOP to opt out").

What's usually missing:

- No opt-out language (eg: Reply STOP to opt out)
- Missing company or brand name (must identify your company)
- Messages that are not consistent with the use case registered (eg Marketing on a conversational use case)
- When selecting more than one use case, you must include at least one sample message for each use case, and must have 3-5 total example messages

How to fix:

Sample messages should mirror real-world use and be consistent with the above.

For example, if you selected “marketing” as your use case:

Save 10% this week at **[brand name]** off with code **TEXT10**. Visit our website at [website url] for even more savings. Reply **STOP** to opt out.

For additional questions on why your application may have been rejected, please review the full guide, visit our [support site](#), or contact RingCentral support by calling 1-888-898-4591.

Important

Include opt-out language (eg Reply STOP to opt out) in all sample messages.

Registration submission checklist

Before submitting your application, use this checklist to make sure you've met carrier and industry requirements.

Brand registration checklist

- ☐ **Business is registered with federal government (eg IRS for US businesses)**
- ☐ **Legal business name and EIN match registration exactly (including punctuation)**
- ☐ **Business is not engaged in prohibited activities ([details](#))**
 - ☐ No adult, cannabis, firearms, illegal offers, or high-risk industries

Website checklist

- ☐ **Company website is live and accessible**
- ☐ Should not be under construction or link to broken pages
- Website includes the company name matching your SMS registration**
 - ☐ The entity listed in TCR must match what's presented on your site
- ☐ **Support contact information is visible**
 - ☐ Phone number, email, or contact form should be available
- ☐ **Website contains appropriate age gates if required ([details](#))**
- ☐ **Consent mechanism in place wherever phone numbers are collected ([details](#))**
 - ☐ Forms contain an optional checkbox to opt-into SMS. Cannot be prechecked
 - ☐ Must include opt-in details, purpose, message frequency, help instructions, and opt-out instructions
 - ☐ Forms include links to Privacy Policy and Terms of Service (if applicable)
- ☐ **Privacy policy includes SMS-specific language ([details](#))**
 - ☐ States how you collect, use, and share personal information
 - ☐ States clearly that SMS consent is not shared with third parties for their own purposes
 - ☐ Linked in consent language on all forms that collect a phone number
 - ☐ Easily accessible (eg linked in footer of all pages) on website
 - ☐ States message frequency, carrier fees, opt-out instructions
 - ☐ Clearly linked from all opt-in points (e.g., web forms)

- ☐ **Terms of Service and Privacy Policy are accessible** ([details](#))
 - ☐ Includes required SMS disclosures
 - ☐ Clearly linked from all opt-in points (e.g., web forms)
 - ☐ If separate, Terms of Service SMS disclosure links to Privacy Policy
 - ☐ Easily accessible (eg linked in footer of all pages) on website
 - ☐ States message frequency, carrier fees, opt-out instructions

Use case checklist

- ☐ **Provide a clear description of the services offered by your business**
- ☐ **Selected use cases represent how you will be using SMS** ([details](#))
 - ☐ Select between 1-5 use cases that best fit your use case
 - ☐ Ensure you did not select Conversational if you plan to use lists, repetitive messages, or send marketing messages
 - ☐ Describe under each use case selected what types of messages you will be sending
- ☐ **Sample messages are compliant and showcase how you are using SMS** ([details](#))
 - ☐ Provide 3-5 sample messages
 - ☐ Includes brand name in all sample messages
 - ☐ Brand name matches Brand/ DBA name used for SMS registration
 - ☐ Most commonly sent phone number or URL are included in sample messages
 - ☐ Includes opt-out instructions ("Reply STOP to opt out") in all sample messages
 - ☐ Match the described use case (don't show promo content in an account notification campaign)
 - ☐ Provide at least one sample message per use case
- ☐ **Provide demonstrable proof of consent** ([details](#))
 - ☐ Consent matches the requirements of the use case(s) registered
 - ☐ Consent contains all elements required by carriers
 - ☐ Brand name
 - ☐ Type of messages being opted into

- ☐ Frequency of messages
- ☐ Message and data rates disclosure
- ☐ How to get HELP
- ☐ How to opt out
- ☐ How to find Privacy Policy and Terms of Service
- ☐ Screenshots provided upon request
- ☐ **Compliant START/STOP/HELP keywords ([details](#))**
 - ☐ START keyword contains:
 - ☐ Brand name
 - ☐ Confirmation of opt-in
 - ☐ Frequency of messages
 - ☐ Message and data rates disclosure
 - ☐ How to get HELP
 - ☐ How to opt out
 - ☐ STOP keyword contains:
 - ☐ Brand name
 - ☐ Confirmation of opt-out
 - ☐ Clearly state no additional messages will be sent
 - ☐ HELP keyword contains:
 - ☐ Brand name
 - ☐ Email, phone number, or website
 - ☐ How to opt out
- ☐ **Properly disclose if your business is a direct lender ([details](#))**
 - ☐ If a direct lender, question about if your messages contain information on loans is selected yes. If not, select no.
- ☐ **Select the proper volume of messages for your use case ([details](#))**
 - ☐ If less than 6,000 messages are being sent from all numbers in this registration per day, select “Low volume.” If more, select “Standard volume.”

Additional resources

We've covered a lot of information in this guide, however, the rules and requirements around SMS registration are constantly being updated. Please review the following resources if you have additional questions.

Carrier rules and requirements

- [RingCentral SMS Policies](#)
- [CTIA Messaging Best Practices](#)
- [CTIA Short Code Monitoring Handbook](#)
- [AT&T Code of Conduct](#)
- [T-Mobile Code of Conduct](#)

SMS registration documentation

- [Setting up inbound only SMS](#)
- [Customizing your application for your business](#)
- [TCR/ SMS registration cheat sheet](#)
- [TCR/ SMS registration fees](#)
- [SMS consent requirements](#)
- [Understanding SMS opt-out management](#)
- [Registration instructions](#)
- [Registering >49 numbers](#)
- [Common rejection reasons](#)
- [Modifying or deleting TCR registration](#)

Add on capabilities

- [RingCentral Advanced SMS Inbox](#)
- [RingCentral Workflow Builder](#)
- [Available SMS integrations](#)

Additional support resources

- [RingCentral Community](#)
- [Submit a support ticket](#)
- Support hotline: [1-888-898-4591](#)

About RingCentral

RingCentral Inc. (NYSE: RNG) is a leading provider of AI-driven cloud business communications, contact center, video and hybrid event solutions. RingCentral empowers businesses with conversation intelligence, and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide. RingCentral is headquartered in Belmont, California, and has offices around the world.

For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.