

NAVIGATING SMS COMPLIANCE

USHERPA®

10DLC REGULATION

To enhance transparency and accountability the TCPA and CTIA required mobile phone carriers in the U.S. to implement a registration process for businesses using 10DLC for A2P messaging. This regulation was put in place to protect consumers from unwanted and unlawful messages.

WHAT IS 10DLC AND A2P

10DLC stands for 10 Digit Long Code and A2P stands for Application-to-Person. A2P is all traffic that falls outside the normal person-to-person (P2P) interactions through personal cell phones. Every text message sent through a CRM is A2P.

REGISTRATION IS MANDATORY

Every company must be registered as a brand with the 10DLC registry. All texting campaigns must also be approved through the 10DLC registry.

OPT-IN IS MANDATORY!

- Initial opt-in cannot be via text.
- Opt-in must be expressed, informed, and specific.
- Opt-in must be in writing or a recordable format.
- Double opt-in is the best practice.

OPT-OUT RULES

- Must regularly obtain consumer consent to respect a recipients change in interest or circumstances.
- All opt-outs must be honored.
- Companies must be able to prove opt-out compliance.

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