



Achieving SMS Success

## Registering Your Brand(s) & Campaigns

Welcome to Commio! We're thrilled to guide you through the process of registering your 10DLC (aka "long code") brand(s) and campaigns. This checklist is designed to improve your chances of a smooth and successful registration process. Let's dive right in.

### Key Terms

Direct Carrier Aggregators (**DCA**) and The Campaign Registry (**TCR**): Serve as intermediaries between **Brands/Campaigns** and the mobile network operators. They consolidate the vetting and registration information and ensure it meets the requirements set by the carriers.

**Campaign:** In the context of 10DLC, a campaign refers to a specific set of A2P messages that are sent to users. A campaign has unique attributes, such as the type of message (marketing, alerts, etc.), the sending entity (**Brand**), and the content.

**Brand:** In 10DLC messaging, the "brand" is the company or entity that the end user perceives as the sender of the message.

### *Changing Landscape*

The parameters set by the **DCA** and **TCR** are subject to change due to various factors like regulatory updates, technological advancements, and shifts in carrier policies. It's crucial to stay up to date to ensure your campaigns remain compliant. At Commio, we will work to provide you with updates as we hear about them.

If you encounter terms or requirements that you're unfamiliar with during the registration process, please don't hesitate to reach out to us for clarification. We're here to help you navigate this ever-shifting landscape.

## DCA & TCR Fee Summary

Note: All fees are charged per attempt (by the DCA and/or the TCR), not based on successful registration.

Brand Registration	Campaigns	Campaign Vetting
Cost: \$4 (One-time, per attempt)	Standard: \$10/month Low Volume: \$1.50/month Specialty: Varies	DCA Review Fee: \$15 (One-time) <i>Optional Brand Vetting:</i> \$40-\$95 (One-time for higher throughput)

## Registration Checklist

### 1. Ensure you have an acceptable use case

Content prohibited on 10DLC by the DCA/Mobile Operators: Please review the list of prohibited content carefully, as Brand/Campaigns/Content will result in rejection by the TCR/DCA. "SHAFT" (Sex|Hate|Alcohol|Firearms|Tobacco) and other use cases are [defined here](#).

### 2. Brand Registration Checklist & Tips

- Tax ID Validation
  - o Ensure the tax ID/EIN matches the legal company name and business type for verification. TCR's automated system needs an exact match.
  
- You are registering a Brand, not an Agency
  - o It's crucial to accurately register the Brand mentioned in the messages. For instance, if the message content references "Solar City," then "Solar City" should

EIN INFO	Commio inc.
<b>Submission</b>	
Commio	X
Commio incorporated	X
Commio LLC	X
Commio inc	X
Commio inc.	✓

be the Brand registered, not the agency "Solar Advertising" that may be handling the Campaign.

- The EIN is exclusive to this Brand and cannot be used to register multiple brands. If you feel you have an exception, please speak with Support.
- If you are NOT using an EIN, please contact Support for assistance.

### ***Important Notes***

- Brands are reviewed by TCR's automated system, and you can expect status updates within minutes.
- Unverified Status: If your Brand is marked as 'unverified,' ensure your company information is an EXACT match with your EIN before resubmitting. If necessary, make edits to your Brand information and resubmit; the system will automatically re-review your submission.

## **3. Campaign Registration Checklist**

### **a. If You are Receiving Opt-Ins from a Website:**

- Website is live and matches the name of the Brand.
- Website Validation
  - Ensure you have a valid company website for DCA validation.
- Opt-In Documentation
  - Page(s) collecting phone numbers must have opt-in language.
- Multiple Opt-In Pages
  - If multiple pages collect phone numbers, each must have opt-in language.
- Privacy Policy: The privacy policy has to exist on your website and cannot include any language about sharing personal information, including phone number, with any third party or affiliate. The privacy policy *must* include a mobile sharing section and explicitly state you do not share data with third-party services.
  - *Show example of language.*

**OR**

## b. If You are NOT Receiving Opt-Ins from a Website:

- Off-Website Opt-In
  - You must include evidence (screenshots, files, or forms) of the opt-in process in the multimedia section.
  - You must thoroughly explain the opt-in process in the “Call-To-Action” section of the campaign submission.

## c. Campaign Information

- You’ve verified that the campaign isn’t on a restricted list ([listed here](#)).
- Opt-In is in the examples.
- Message body includes the Brand name.
  - The Brand matches the EIN and TCR Brand.
- Detailed and Complete Call-To-Action Field
  - You’ve explained when, where, and how opt-ins are being collected.

## Examples

### Good opt-in language

By clicking the “Start Now” button, you certify that you have provided your legal name and your own phone number, you agree to the [Terms and Conditions](#) and [Privacy Policy](#) and authorize [REDACTED] to contact you. By clicking the “Start Now” button and submitting this form, I affirm that I have read and agree to this Site’s [Terms and Conditions](#) (including the arbitration provision and the E-SIGN consent) and [Privacy Policy](#).

I consent to receive SMS text messages to my cell number provided above for notifications, alerts, and general communication purposes including promotions from [REDACTED]. I understand that I am not required to provide my consent as a condition of purchasing any products or services. I understand that I can opt-out of receiving text messages at any time by responding with STOP. I can reply with HELP to get help. Messages per month may vary. Message and data rates may apply depending on your mobile carrier. T-Mobile and other mobile carriers are not liable for delayed or undelivered messages.

### Missing opt-in language

**Explore your funding options.**

**What's the next step?**  
Tell us more about your business and we'll let you know how much you qualify for, your payment options and rates.

**Why choose [REDACTED]?**  
[REDACTED] has provided over \$2 billion to thousands of small businesses in the United States.

**Will this affect my credit?**  
Checking your options won't affect your credit score. Your social security number or EIN is not required.

First Name [REDACTED] Last Name [REDACTED]

Business Name [REDACTED]

Phone [REDACTED]

Email [REDACTED]

Average Monthly Sales [REDACTED]

Select option [REDACTED]

**Request a Free Quote**

## Good privacy policy

We do not share data with third parties under any circumstances for commercial purposes. For Law Enforcement Only

## Bad Privacy Policies: Cannot share personal information

### DISCLOSURE OF PERSONAL INFORMATION

We share your Personal Information with third parties who provide various products and services. We will only share this Personal Information as set forth below:

- When we believe in good faith that disclosure is necessary to protect or enforce our legal rights to property, protect your safety or the safety of others, investigate fraud, or respond to a government request;
- To our subsidiaries or affiliates;
- To provide information about your transactions, creditworthiness and experiences;
- To provide you with information relating to products or services that we believe you may find of interest, including working capital or financing solutions from third parties if we cannot fulfill your needs. In these cases, we will only share basic information, such as your contact information, company name, and the amount of funds you requested;
- As required by law, such as in response to a subpoena, summons or similar legal process in general;
- To third parties who support us in providing products and services to you such as customer service, credit checks, bank account verification, secure data storage, transfer or payment or similar services. These third parties will be authorized to use your personal information only as necessary to provide services to us;
- To our investors, partners, lenders and/or auditors during their review or audit of our business;
- To a buyer or successor entity in the event of a merger, acquisition or sale. You will be notified via email and/or a prominent notice on our Websites of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information;
- To an asset purchaser for an asset sale.

Third parties who have access to your Personal Information are required to adhere to privacy standards at least as stringent as those set forth in this Privacy Policy.

## II Corporate Affiliates

We may disclose Personal Information to our corporate affiliates, including ~~BuildStack~~ LLC, to provide our Service or to use for marketing or promotional purposes.

**Rejection:** Compliant privacy policy is required on website if used to collect mobile numbers

*This language appears to suggest sharing personal information with third parties.*

### Third-Party Offers

We may arrange to have marketing and promotional information of other companies sent to you that we think might be of interest.

**Rejection:** Compliant privacy policy is required on website if used to collect mobile numbers



**Rejection:** No privacy policy on website; opt-out preferences are not the same as a privacy policy


**❗ THERE WAS A PROBLEM WITH YOUR SUBMISSION. PLEASE REVIEW THE FIELDS BELOW.**

**Name \***  
  
This field is required.

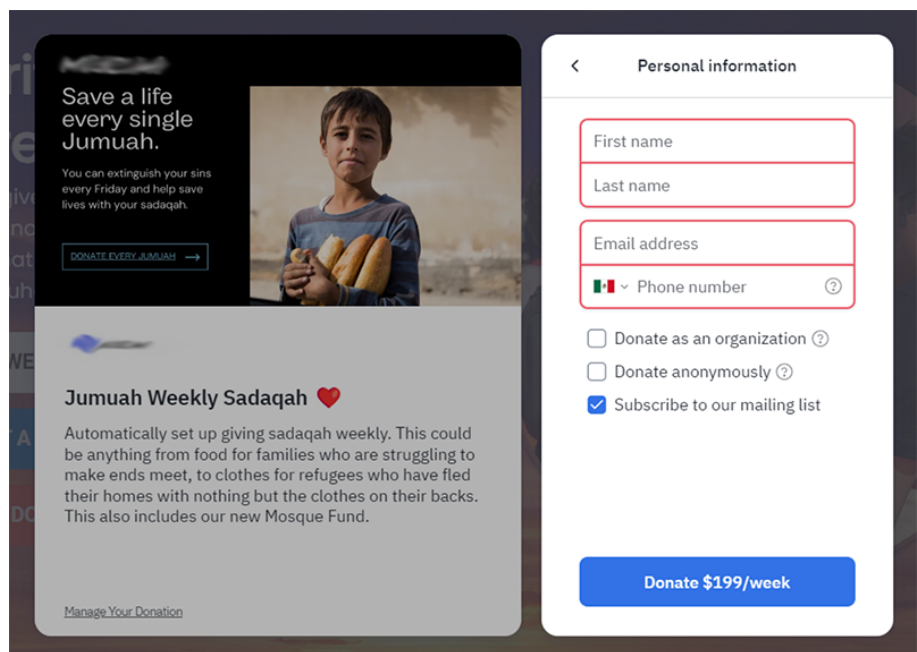
**Email \***  
  
This field is required.

**Phone \***  
  
Phone format: (###) ###-####  
This field is required.

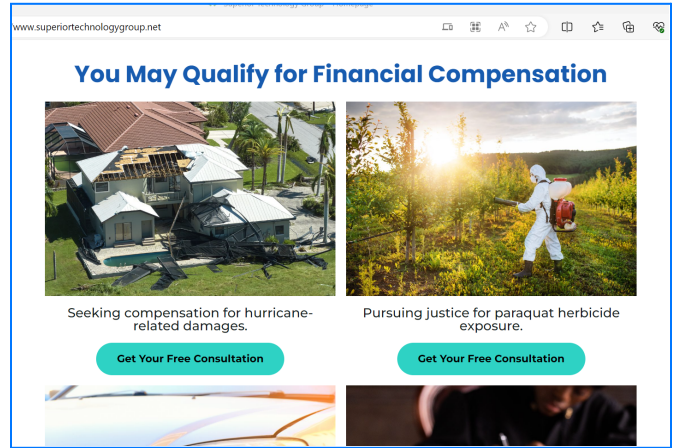
**Message \***  
  
This field is required.

I'm not a robot   
reCAPTCHA  
Privacy - Terms

The reCAPTCHA was invalid. Go back and



## Prohibited use cases



## We're Here to Support You

At Commio, your success is important to us. If you have any questions or issues with your 10DLC brand and campaign registrations, please contact us:

Phone: (919) 890-0000, option 1

Email: [support@commio.com](mailto:support@commio.com)

Website: [support.commio.com](http://support.commio.com)

