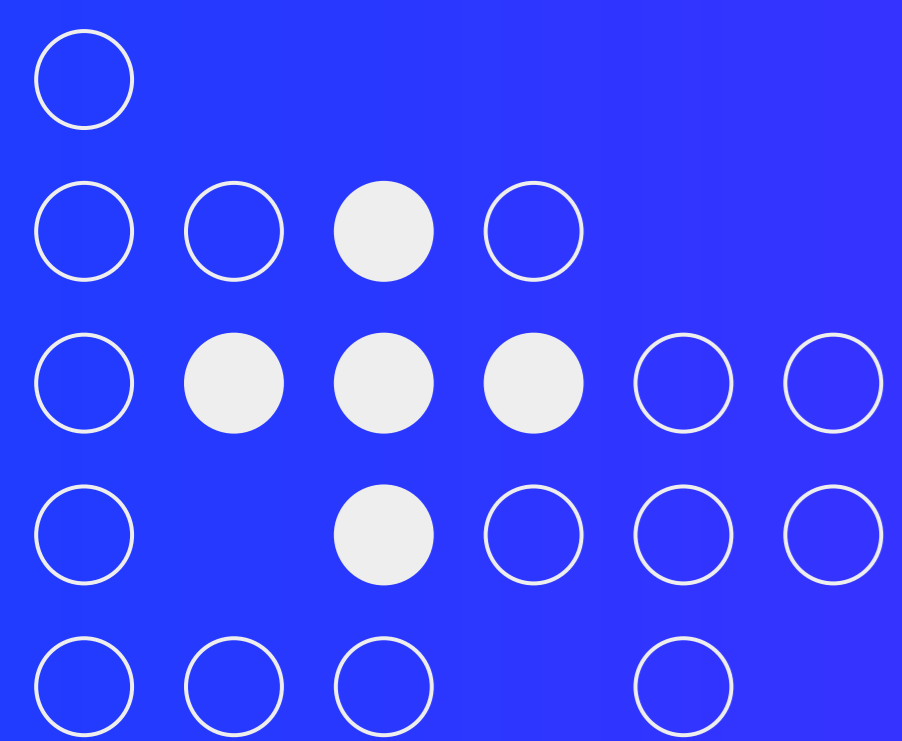
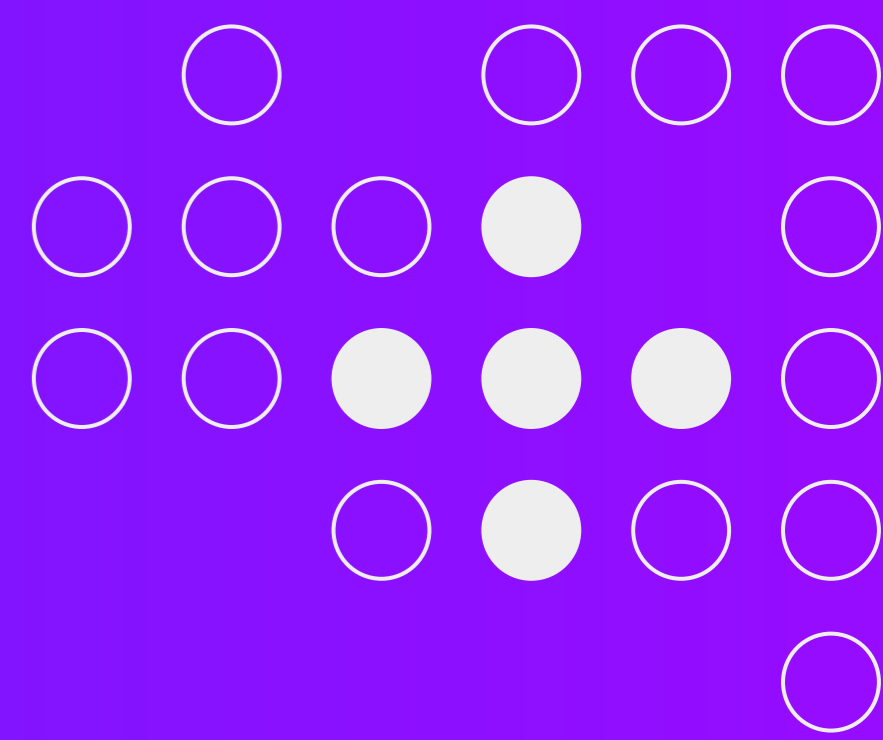




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15 Text Messaging Compliance Terms You Need to Know



Understanding the Rules of Compliance

With its many acronyms and rules, the world of compliance can be daunting—especially with the high stakes involved. When businesses can be fined thousands of dollars per non-compliant offense, compliance isn't something to mess around with.

To avoid any potential fines and reputational damage that come with non-compliance, it's vital to understand compliance rules and regulations. Here are some of the most important terms to know for compliant customer communications.

Term	What it means	Why it's important
TCPA	<p>The Telephone Consumer Protection Act (TCPA) was enacted in 1991 by the FCC.</p> <p>This is the main law governing telephone communications in the U.S., including phone calls and text messages.</p>	<p>The TCPA:</p> <ul style="list-style-type: none">● Prohibits the use of autodialers, artificial or prerecorded voice messages, and text messages without prior express written consent from the recipient.● Requires businesses to obtain express written consent before sending text messages and clearly disclose that the recipient will receive future text messages.● Requires that companies provide a clear way to opt-out in their initial message and subsequently every 30 days.

FCC	<p>The Federal Communications Commission (FCC) is the governing body for communications in the United States, regulating radio, television, wire, satellite and cable communications.</p> <p>They are responsible for creating and enforcing rules such as the Telephone Consumer Protection Act (TCPA).</p>	<p>The FCC is the main governing body for phone communications in the U.S., creating new rules and enforcing existing ones.</p>
CAN-SPAM Act	<p>The CAN-SPAM Act was enacted in 2003 by the Federal Trade Commission (FTC).</p> <p>This act regulates commercial email and text messaging.</p>	<p>It requires that all commercial messages clearly identify:</p> <ul style="list-style-type: none"> ● That the message is an advertisement or solicitation. ● The sender's valid physical address. ● A clear ability to opt-out.
FTC	<p>The Federal Trade Commission (FTC) protects the public from unfair or deceptive acts and practices in the marketplace.</p>	<p>The FTC is responsible for the CAN-SPAM Act, and is permitted to write new text message marketing regulations within these guidelines. However, the FCC remains chiefly responsible for governing communications.</p>
CTIA	<p>The Cellular Telecommunications Industry Association (CTIA) represents mobile carriers and aligns with the TCPA to protect consumers from unwanted text messages.</p>	<p>While the CTIA is not technically a governing body, it can discontinue and block the texting services of businesses that refuse to comply.</p>

CCPA	<p>Enacted in 2018, the California Consumer Privacy Act (CCPA) added privacy rights for Californians.</p>	<p>The CCPA applies for all California consumers. The act ensures that:</p> <ul style="list-style-type: none"> ● Consumers have the right to request a report on personal information that companies have and share. ● Businesses inform consumers about the personal information they collect, provide an option to request data access, update privacy policies, and offer opt-out methods. ● Businesses may not send an opt-in request for at least 12 months if the customer opts out.
TCR	<p>The Campaign Registry (TCR) works with North American mobile carriers and companies to register text messaging campaigns.</p>	<p>TCR has control over message and call deliverability. Companies must register with TCR before sending SMS campaigns.</p>
SMS	<p>SMS stands for Short Message Service, and is the most common type of text message.</p>	<p>Texts are usually referred to as SMS. The alternative is MMS (Multimedia Messaging Service), which includes any type of media sent over text.</p>
Trust Score	<p>Trust Scores are assigned to companies by TCR, and are numerical values ranging from 0 to 100.</p>	<p>A higher score allows companies a greater daily messaging throughput. Companies must register with TCR and receive a score before implementing text message campaigns.</p>

<p>A2P</p>	<p>A2P stands for Application-to-Person messaging, which is defined as any kind of message traffic in which a person is receiving messages from an application rather than another individual, and which is not expected to receive a reply.</p>	<p>A2P messages include marketing communications.</p> <p>When you register your brand with TCR, it must include your A2P brand.</p>
<p>10DLC</p>	<p>10DLC refers to standard, 10-digit “long-code” phone numbers, i.e., typical phone numbers.</p>	<p>A2P 10DLC is the new standard that permits businesses to send A2P messages with 10DLC numbers when they are properly registered.</p> <p>With A2P10DLC, trusted companies experience increased deliverability and throughput, but do require additional registration to build trust with carriers.</p>
<p>Short codes</p>	<p>Short codes are five to six digit numbers that send text messages only.</p>	<p>Short codes are a popular choice for high-volume A2P messaging (most marketing communications) because they are subject to less filtering than 10DLC.</p>
<p>DNC</p>	<p>DNC stands for Do Not Call, referring to the Do Not Call registry. There are both national and state DNC registries, which are free for anyone to register. The DNC exists to stop consumers from receiving unwanted sales calls.</p>	<p>It’s vital to refrain from contacting anyone on the DNC registry. Businesses placing illegal calls can be fined up to \$50,120 per call by the FTC.</p> <p>Companies should regularly scrub their contact lists against Do Not Call (DNC) registries to ensure they are not contacting anyone listed.</p>

<p>Opt-in</p>	<p>An opt-in is how customers consent to your company's communications.</p>	<p>Opt-ins must obtain prior express written consent from customers.</p> <p>There are a few TCPA-compliant ways to opt a customer in:</p> <ul style="list-style-type: none"> ● Implied consent: can be given when customers fill out a form. ● Explicit consent: ensures the recipient has manually opted in, usually by clicking a checkbox or giving written consent. ● Double opt-in: is the best way to obtain consent. It requires customers to enter their email and/or phone and then verify their contact information before they are opted in.
<p>Opt-out</p>	<p>An opt-out is an easy way for customers to stop a company from continuing to contact them.</p>	<p>For compliance, it's critical that customers are provided an easy way to opt-out that is clear, visible, and functional. Both the TCPA and CTIA require marketers to provide subscribers with an opt-out.</p> <p>When consumers first opt-in, businesses must provide an opt-out method, such as a text message a customer can reply with or a link they can click to say they no longer want to receive their messages.</p> <p>Honor all unsubscribe requests promptly.</p>

Intimidated by Compliance?

Understanding each of these terms is a great start to compliant customer communications. However, they are just the tip of the iceberg when it comes to full compliance.

At Verse, we help our clients with every single step of compliance. Combining the power of AI with human empathy, we enable companies to have excellent customer conversations that convert.

We help you communicate with your clients on their terms, fully in line with the TCPA and all other federal, state, and carrier regulations.

Scan the QR code below to learn more about Verse's fully-managed, compliant platform.

Scan or click to learn how Verse.ai's compliant texting works

