RingCentral

This information is required by mobile carriers in order to enable SMS.

Mobile carriers and the main SMS Aggregates that cover the US and CA are now requiring businesses to provide additional information before SMS can be provisioned for all US and CA numbers. The following fields are all required and will be used to register your business and your SMS use cases with The Campaign Registry (TCR); the registrar chosen by the carriers. You can learn more about TCR and other SMS changes here.

Fields must be typed, handwritten responses will be rejected. Upload completed form securely here.

Business information

> Please make sure your business name and federal business ID (EIN for US businesses, Corporation Number for Canadian registered businesses) match exactly. Mismatches (even minor) will result in immediate rejection by TCR.

All fields required unless stated otherwise.

Legal business name:	
Business type: (select one)	Publicly traded Non Profit Private company Government
Country of registration:	
Federal Business ID: (EIN for US, Corporation # for CA)	
Business address	
City, state/ province, postal code:	
Primary business phone: (For business verification purposes	
Business website:	
Stock symbol: (For publicly traded company only)	
Vertical: (select one)	
Support email:	
Support phone number:	

How are you using SMS

Carriers are requiring businesses to declare how they use SMS, or how they intend to use SMS. As part of this process, TCR and carriers also want to ensure businesses are aware of opt-in and opt-out requirements.

All fields required

How are you using SMS today or plan to use SMS in the future?
(select all that apply)

MOST COMMON

- ☐ Customer Care or Conversational
- ☐ Account Notification
- ☐ Marketing

OTHER USE CASES

- ☐ 2FA (pin codes sent via SMS)
- ☐ Delivery Notification
- ☐ Higher Education

> Carriers now require you to get permission from every recipient before you message them. The type of permission (implied, written, logged) varies depending on the type of messages you are sending. Please review the consent/ opt-in requirements on page 12 of the CTIA guidelines.

How are you obtaining consent
(select all that apply)

MOST COMMON

- ☐ Text message exchange in which the Message Sender replies to the consumer with responsive information

OTHER OPT-IN METHODS

- ☐ Entering a telephone number through a website

- ☐ Clicking a button on a mobile webpage

- ☐ Sending a message from the Consumer's mobile device that contains an advertising keyword

- ☐ Signing up at a point-of-sale (POS) or other Message Sender on-site location

- ☐ Opting-in over the phone using interactive voice response (IVR) technology

> Please note, that depending on your use case you may or may not be utilizing opt-in keywords or an opt-in message. However, TCR requires these fields, and you should put in information that matches your current implementation, or what a future implementation may look like if you choose to use SMS in a way that requires these in the future. Failure to fill this out with industry recognized keywords and appropriate messaging will result in your registration being rejected.

Opt-in keywords
(keywords a user can use to subscribe to messages from you)

Typical opt-in keywords: START or SUBSCRIBE

Opt-in message
(what the recipient receives after opting in, min of 20 and max of 320 characters)

Replace {COMPANY_NAME} with your company name

Regardless of how you are using SMS, carriers require that you honor recipient requests to opt-out of receiving SMS messages. Please state which keywords you will honor (note STOP and UNSUBSCRIBE are required), as well as the message that will be sent to confirm receipt of the recipients opt-out request.

Opt-out keywords
(keywords a user can use to stop receiving messages from you)

Carriers require you to support STOP and UNSUBSCRIBE

Opt-out message
(what the recipient receives after opting out, min of 20 and max of 320 characters)

Replace {COMPANY_NAME} with your company name

Please note, that depending on your use case you may or may not be utilizing HELP keywords or a HELP message. However, TCR requires these fields, and you should put in information that matches your current implementation, or what a future implementation may look like if you choose to use SMS in a way that requires these in the future.

Help keywords
(keywords a user can use to contact you or get more information about your business)

Typical help keywords: HELP or INFO

Help message
(what the recipient receives after sending a help keyword, min of 20 and max of 320 characters)

Replace {COMPANY_NAME} with your company name

Sample messages

Sample messages are used by carriers to understand how your messages typically look to whitelist those messages, and to identify messages that are out of character. It's important to use messages that best reflect those your recipients will receive, as well as include any links that may be sent via SMS.

Remember when sending links, link shorteners such as bit.ly are not allowed. Read more about sending links here.

Three (3) unique examples of text messages required

Sample SMS message one
(min of 20 characters, max of 1,024 characters)

Sample SMS message two
(min of 20 characters, max of 1,024 characters)

| Sample SMS message three
(min of 20 characters, max of 1,024 characters)	

SMS content and messaging policies

Please confirm that you have read, understand, and agree to the following policies.

All fields required

☐ I understand that my use of the services is governed by the Terms of Service or Master Services Agreement, Acceptable Use Policy, and SMS Messaging Policy.

☐ I represent that my use complies with CTIA A2P guidelines, including but not limited to:
- Documenting consumers' consent as required
- Use of active keywords including HELP
- Volume and frequency of messages
- Using "STOP" command to opt the consumer out of further messages.

☐ The Campaign Registry (TCR) is a third-party company that acts on behalf of the mobile carriers to vet and register phone numbers. TCR charges registration and maintenance fees for all numbers enabled to send and receive SMS. Although RingCentral is currently paying these fees for its customers, starting April 3, 2023 TCR fees will become the customer's responsibility. For most customers the monthly maintenance fee will be $10 per month, however some customers may incur higher charges as dictated by TCR, depending on their SMS use case. More information about TCR and required fees is available at https://www.campaignregistry.com/.

Contact information

All fields required

Your name:	
Your title:	
Your email:	

By submitting this form, you are certifying that you are authorized by the company named above to do so, and all information you are providing is accurate to the best of your knowledge.

Upload completed form securely here.