

Introduction

As of the extension date of February 1, 2025, all underlying telecommunications carriers have implemented industry-wide SMS texting enforcement and blockage of unregistered brands and campaigns. This change requires all businesses to register their brand and all messaging campaigns with the Carriers to prevent their outgoing texts from being blocked by the Carriers. While these changes aim to reduce spam and fraud, in the short term the implementation of these changes has created some confusion and frustration across the business community.

10DLC Registration **is** required if your organization ever plans to send SMS texts of any kind to U.S. numbers and to identify as a legitimate SMS source; otherwise, outbound text messages might be marked as spam and blocked by the Carriers until registered and in compliance. To assist organizations, Clerk Chat has worked to make the approval process easier to complete.

What is 10DLC?

10DLC stands for 10 Digit Long Code. This refers to the **non-tollfree** 10-digit telephone number(s) from which your organization wishes to send texts. It is a standard protocol employed by all major U.S. mobile telecommunications carriers.

What is Campaign Registry?

The Campaign Registry is the Carriers’ main hub for registering all 10DLC text messaging campaigns. Carriers do offer general assistance to businesses who are attempting to register and engage in such campaigns directly via the Campaign Registry site. However, it is important to note that in total this is a 10-step process that takes time to complete. You can learn more about the Campaign Registry and the federal requirements/laws pertaining to compliance at their website: [Campaign Registry](#).

Clerk Chat 10DLC Compliance & Brand Registration

The current 10DLC regulations are incredibly complex and challenging for customers. At Clerk Chat, we prioritize simplicity and customer experience above all else. That’s why we’ve developed easier submission steps with additional automated systems to streamline the Brand registration process while ensuring we assist all businesses in their efforts to meet compliance rules along with all regulatory and legal requirements.

- Brand Registration:** Log in to your Clerk Chat application and go to the **"Company Registration"** tab.
- Complete the form with your correct company name and EIN and any other supporting information requested. Follow all compliance steps noted.
Note, this form must be completed and submitted by a user who has Workspace Owner or Admin permissions to Clerk Chat.
- URL Generation and Integration:** Clerk Chat provides customers with a unique URL that includes an SMS-compliant privacy policy and an opt-in widget you can use on your site. This URL is designed to serve as a compliant and user-friendly method for collecting SMS consent from your end users.
Important Note: It is your organization’s responsibility to share this opt-in policy and widget URL on your website for your customers and to ensure it is prominently presented as an avenue for opting **in** to receive SMS messages. Customer consent must be obtained **prior to sending any text messages**, and this opt-in flow helps ensure your messaging practices align with carrier, regulatory, and industry compliance standards. Failure to do so can result in the carriers blocking your outgoing texts until brand and campaign compliance is verified again.
- Campaign Approval:** Clerk Chat will generate a **Campaign ID**, which must then be vetted by our carrier. If you see a "Failed Verification" message, please contact support for assistance.
The approval process can take 1-2 weeks, but Clerk Chat endeavors to monitor the registration process closely and provides updates within the application so you will know when your submissions are approved.

Customer Responsibility for Opt-In Compliance

Clerk Chat provides customers with a unique URL that includes an SMS-compliant privacy policy and an opt-in widget. This URL is designed to serve as a compliant and user-friendly method for collecting SMS consent from your end users.

It is your responsibility to share this URL with your customers and ensure it is prominently presented as an avenue for opting in to receive SMS messages. Consent must be obtained **prior to sending any messages**, and this opt-in flow helps ensure your messaging practices align with carrier, regulatory, and industry compliance standards.

Please note that the opt-in language and privacy policy provided at this URL are **intended to satisfy basic SMS compliance requirements**, but they **do not replace your organization's primary privacy policy or any other legal requirements**. Contact your legal counsel or compliance team to identify any specific requirements and to get their review and revision of the opt-in language, as needed. Contact Support to learn more about that process.

By properly sharing and utilizing this opt-in widget, you help ensure a transparent and compliant messaging experience for your customers without delays or revocation of carrier compliance.

Why does my company need to complete this process?

Businesses must register their 10DLC through The Campaign Registry (TCR), a process involving submitting details about the intended use of the number, the type of messages to be sent, and ensuring compliance with carrier guidelines. This registration is mandatory to avoid message blocking by carriers.

For businesses, understanding and utilizing 10DLC can significantly impact message delivery rates, customer trust, and compliance with carrier regulations. It represents a shift towards more regulated, secure, and efficient business communication via SMS.

Making Compliance Simple

At Clerk Chat, we're committed to streamlining these complex telecom requirements. Despite the carriers' shifting deadlines and requirements, we've developed solutions to make registration straightforward:

Clerk Chat offers:

- A simplified registration process that reduces from 10 steps to a unified form plus helpful compliant Opt In verbiage and a streamlined web widget
- Targeted templates for email campaigns and in-app alerts to help organizations with the compliance process.

Important Note:

Toll-Free number brand and campaign approvals require manual intervention and cannot be submitted using the generic 10DLC number process in Clerk Chat that is used for non-Toll-Free numbers only. Contact your Service Provider for compliance requirements and assistance with the specialized manual registration submission process for successful Toll-Free number approvals. Typical approval completion time is similar to the generic 10DLC process - approximately 10-business days for clean/complete submissions.

Required Actions for Your Business

1. **Complete Brand Registration:**
 - Admins/workspace owners: Navigate to Settings → Company Registration
 - Complete form and implement necessary website changes – then send registration request
 - Check status (up to 10 business days on average)
2. **Review the detailed compliance information that will be requested during the process (noted below) to prepare requested changes in advance.**

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Clerk Widget

Workspace / Company Registration

Register your brand

Company registration is required to comply with U.S carrier regulations. Register your company to continue using SMS.
[Learn more.](#)

Step 1 of 3. Your company information

Legal company name

Clerk Chat

Industry

Communication

Contact phone

+1 (864) 506-8019

Contact email

josh@clerk.chat

Address

16192 Coastal Highway

Country

United States

State / Province

DE

City

Lewes

ZIP / Postal Code

19958

Organization legal form

Private Profit

EIN

92-0632216

Proceed

Workspace / Company Registration for 10DLC

Company Registration for 10DLC

Company registration is required to comply with U.S carrier regulations. Register your company to continue using SMS.
[Learn more.](#)

Step 2 of 2: Opt-in consent

We've submitted your Brand on behalf of your company to comply with carrier requirements. The included privacy policy and language are crafted to align with carrier regulations. If your legal team has specific language requirements, you can request changes by reaching out to support@clerk.chat.

Widget URL

<https://clerk.chat/misc/sms-opt-in/?customer=Clerk+Chat&widgetId=9e09da11-5ddf-41f1-b2c4-0a7ea3bbf68b>

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Submit Verification

SMS Opt-in

Opt-in to receive messages

Your phone number

🇺🇸

▼

+1

Opt-in

SMS Privacy Policy

This Privacy Policy governs the manner in which we collect, use, maintain, and disclose information collected from users of our messaging services.

Consent

By opting in to our messaging services, you consent to the collection, use, and disclosure of your information as described in this Privacy Policy. We do not share end-user data with third parties for marketing or promotional purposes without the explicit consent of the consumer. Any data shared is limited to essential business operations and will not involve the sale or transfer of consumer information without direct consent.

Opt-out Instructions

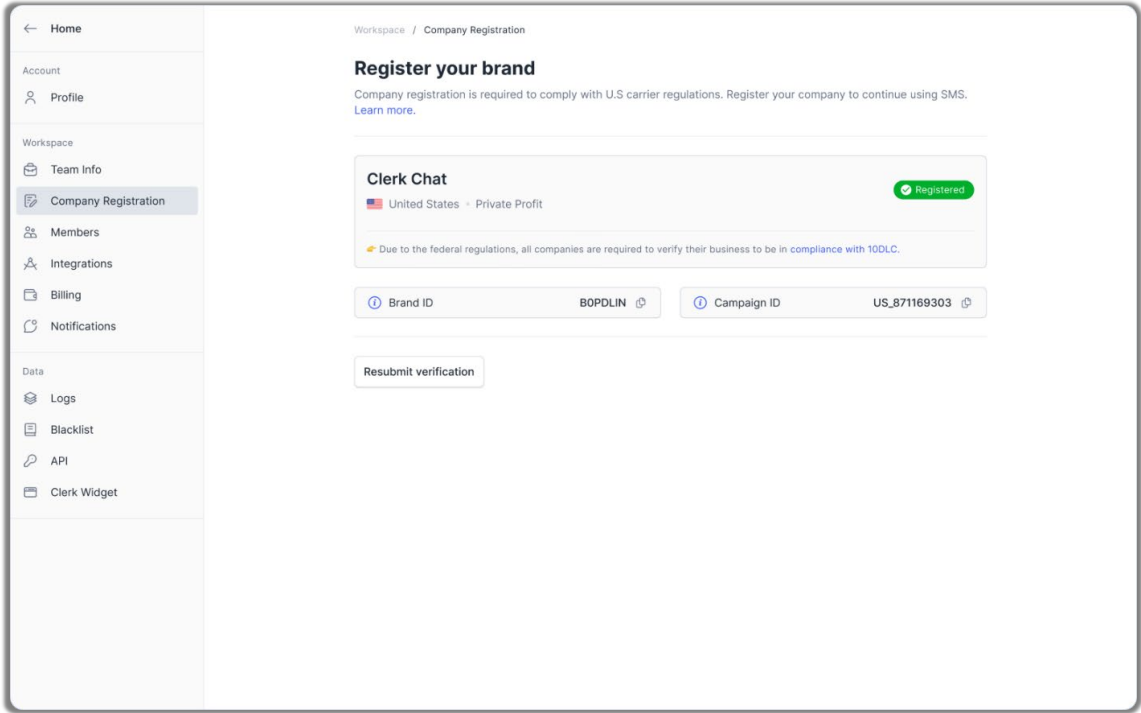
We respect the right of our users to opt out of receiving future communications from us. If you wish to be removed from our messaging list and no longer receive communications from us, you can opt out by texting any of the following keywords: STOP, QUIT, END, REVOKE, OPT OUT, CANCEL, or UNSUBSCRIBE

Powered by Clerk Chat

<https://clerk.chat>

GoMomentum.com/support | 888.538.3960

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FAQs

What should I have readily available prior to attempting to register?

- Company address and contact info.
- EIN (or first nine digits of BN if Canadian company)
- Access to add an opt-in consent widget to your website (example [here](#)). Clerk Chat conveniently provides a copy of the code snippet during the registration process.
- Site terms and policies updated to meet carrier/U.S. regulations for brand/campaign approval

What if I only text employees, not groups of customers?

According to carriers, any type of A2P (application-to-person) SMS usage can be considered a "campaign" that requires 10DLC registration. That includes individual text messages, even to employees instead of outside customers.

Why do I need to display the Opt In/Out widget on my website?

Adding the consent widget to a new standalone, public-facing page is the most reliable way to satisfy the requirement that message recipients can easily opt-in/out. See Clerk Chat example [here](#). The data is then stored within Contacts.

My company is based in Canada. Why do I need to register?

Companies outside the U.S. should register if they ever need to send SMS to any U.S. based numbers. Otherwise, those text messages may be blocked by U.S. carriers. For Canadian companies, enter the first nine digits of your **BN (Business Number)** in place of the EIN within the registration form.

Does Clerk Chat verify any of the information?

Clerk Chat helps ensure that your request is formatted properly but does not verify your information or that all requirements have been met - in any way. While Clerk Chat does not investigate your company or the data you enter, the service does significantly streamline the submission for registration process on your behalf. Simply prepare your site and policies as noted by 10DLC and then follow the steps within the app to enter your company information which will be sent to the Carriers who will then review and verify compliance based on U.S. carrier expectations and U.S. regulations.

How long does this process typically take?

Generally, when working directly with the Carriers, this process can be lengthy and is dependent on third parties by regulation. Without assistance, in some cases, the total process for brand and campaign registrations has taken upwards of 4-6 weeks to complete. Clerk Chat's proprietary workflows for Company Registration help to reduce the time and can in many cases bring the timeline for verification/approval down from that 4-6 weeks to a more reasonable period... **+/-10 business days on average**, with a submission approval rate above 98% on the first attempt (*when clean data submissions are completed in full with Opt In and T&C policies that are compliant and already in place*).

What is the process for Toll-Free Numbers?

Toll-Free numbers require a different process for approval and cannot be submitted using the Clerk Chat Company Registration wizard at this time. Please contact your Service Provider (AM or PM) for information about the specialized process required for Toll-Free number brand/campaign approval submission. Once all prerequisites are in place and information is gathered, a manual submission will be facilitated that should take about the same amount of time for approval as the 10DLC/10-digit DID process.

Where can I get additional help if I have questions about my registration?

Contact your Service Provider Account Manager or Project Manager for assistance. During the process, Clerk Chat will also keep you updated with notifications within the app. If the application is still pending, you will see an hourglass icon next to "Settings". When your submission is complete, the icons will disappear, and the "Company Registration" menu will show your submission as complete. If your application is denied, the red x icon will reappear next to "Settings". If denied, you can review and resolve the issues that resulted in denial and resubmit. If needed, the Service Provider will engage Clerk Chat Support for help with investigating why the submission was unsuccessful.

What if I do not want to submit my information or register my brand/company?

These federal compliance regulations apply to all types of organizations: government, non-profit, private, public. Failure to comply may result in fees, service throttling, and message blocking from U.S. Carriers. The goal of the regulations is to ensure that all recipients of A2P (Application-to-Person) texts can trust the sender and can end/stop incoming messages at will. Please note that the carriers have begun to block unverified messages entirely in the effort to reduce spam and smishing which can impact your business if you are not in compliance.

Once registered, can I send any text I want?

No. Once your company is registered, it still must comply with general rules around SMS messaging. SMS is a highly regulated channel and is subject to stringent regulations and carrier requirements. Certain message content is prohibited, and wireless carriers will reject SMS and MMS messages containing prohibited content *by default*. Some of these topics include high-risk financial services, illegal substances, and hate speech. This list is not exhaustive and should not be construed as legal advice. If in doubt, please consult with your legal counsel to make sure that your SMS program and message content comply with all applicable laws.

How do I get started with 10DLC registration?

Within the Clerk Chat app, a workspace owner or admin can navigate to Settings and select "Company Registration". A short sequence of prompts will then provide guidance through the process along with tips and helpful code snippets to add compliant Opt In verbiage and a widget to your site, if needed.

Can I go straight to the Campaign Registry to submit my information?

You certainly can, although it may take more time. The Campaign Registry acts as the main hub for registering A2P 10DLC messaging campaigns and carriers do offer some assistance to businesses who are registering and engaging in such campaigns directly via Campaign Registry. However, it is important to note that in total this is a 10-step process that takes time to complete. Clerk Chat already seamlessly integrates with the Campaign Registry to help you to manage your brand and campaign registrations and streamline the effort within the Clerk Chat platform. If you wish to go to the Campaign Registry to learn more and/or utilize their process directly:

Step 1 - Create an account and register your brand on [Campaign Registry](#).

💡 The Campaign Registry is the reputation authority for business messaging on 10DLC for all carriers.

Step 2 - Register your Brand

Step 3 - Register your Campaign(s)