

TCR Resubmission Readiness Checklist



Business & Brand Information

- Legal business name matches IRS documentation (SS-4 or EIN letter)
- EIN is correct and used for one brand only (710, 711)
- You're not applying as a sole proprietor (802)
- Your email address uses a business domain (not Gmail, Yahoo, etc.) (713)
- Website is live, loads properly, and reflects the brand being registered (9110)
- Brand name and domain are consistent across:
 - Sample messages
 - Website
 - Registration form (603, 9303)



Privacy Policy & Terms of Service

- The Privacy Policy page is live and publicly accessible
- Privacy Policy includes:
 - SMS-specific section
 - Clear data collection and usage explanation
 - A line stating SMS consent **will not be shared with third parties** (805, 851)
- Terms of Service are live and include:
 - Message frequency disclosure
 - Cost disclosure (e.g., "Msg & data rates may apply")
 - Instructions for STOP/HELP
 - Direct links to Terms & Privacy Policy



Opt-In Process (Consent Collection)

- Website form includes:
 - Unchecked** SMS opt-in checkbox (9112)
 - TCPA-compliant language: "I consent to receive SMS from [Brand]. Msg & data rates may apply. Frequency varies. Reply STOP to opt out." (803, 804, 9103)
 - Direct links to Privacy Policy and Terms (9105)
- If collecting verbal consent: Exact opt-in script is provided (9104)
- If collecting on paper: A Signed example form is submitted (9107)

- You included the **exact URL** where consent is gathered in your TCR application



Sample Messages (Content & Consistency)

- Three **unique**, brand-specific messages are included (9503)
- Messages match your declared use case exactly (601, 602, 9302)
- Messages do NOT include:
 - Prohibited industries/content (Cannabis, crypto, firearms, gambling, adult, hate speech) (701–709, 9201, 9209)
 - Public link shorteners (bit.ly, tinyurl) (9401)
- If linking in a message:
 - You used full or branded URLs (9402)
 - One message includes opt-out instructions (9106)



Keyword (Opt-In/Opt-Out/Help) Responses

- You've included sample replies for these keywords:
 - START / SUBSCRIBE** (opt-in confirmation)
 - STOP** (unsubscribe confirmation)
 - HELP** (support contact info)
- All responses include:
 - Brand name
 - Fee disclosure
 - Support info (website, email, or phone) (611, 861, 9403)



Final Checks

- You included a **clear campaign description** that aligns with your messages and business (9102)
- You've selected the correct **use case** in the form and ensured your messaging supports it (9301)
- If you're a lender, you've marked the form accordingly and confirmed lending-related messaging (712, 9212)
- You've acknowledged and accepted TCR/CTIA policies (checkbox at submission step)