

TERMS OF SERVICE

SMS/TEXT 10DLC

For Customers utilizing SMS text messages and marketing campaigns, the following terms of service apply:

LIMITATION OF LIABILITY/CUSTOMER OBLIGATED FOR MOBILE NETWORK OPERATOR FEES AND FINES. In no event will TeleCloud be liable for any SMS marketing campaign costs, fees or penalties assessed by the mobile carriers for failure to comply with the new SMS A2P 10DLC text marketing programs. Further, TeleCloud shall have no liability to the Customer for any blocking or termination of SMS text marketing messages whether or not Customer was compliant with the Campaign Registry requirements.

BACKGROUND

What is 10DLC? It is basically your 10 digit long form business telephone number with the area code prefix included.

Beginning in 2020, Verizon, AT&T, T-Mobile, and other mobile network operators began launching their own 10DLC programs designated for business-to-consumer (A2P) messaging over local phone numbers. These programs were created by following guidelines found in "Messaging Principles and Best Practices" provided by the Cellular Telecommunications Industry Association (CTIA) with the intention to stop unwanted messages to consumer devices. This compliance measure is now referred to as A2P/10DLC (App to Person/10-Digit Long Code) and Toll-Free Message Verification and it applies to all A2P messaging service providers throughout the US and Canada. Unlike other messaging compliance mandates that are regulated by the FCC, the A2P/10DLC initiative is regulated and managed by major MNOs.

The major MNOs appointed The Campaign Registry (TCR) to manage the 10DLC registration initiative, with the requirement that each organization must register a Brand and Campaign with the TCR. MNO's use the TCR's verification and vetting process to determine campaign message throughputs.

Effective November 1st, 2021, the major MNOs Verizon, AT&T, and T-Mobile, along with their partner The Campaign Registry, implemented their A2P/10DLC initiatives, including the enforcement of penalty fines. To avoid these steep penalties for each violation occurrence, TeleCloud and its underlying providers may preemptively block outbound messages if they come from an SMS-enabled number that is not assigned to a registered Campaign and Brand.

TeleCloud charges for SMS numbers, messaging and professional services associated with TCR requirements and the use of text messaging. TeleCloud and its underlying providers provides a streamlined Brand and Campaign Registration process for a more convenient and manageable experience. Currently, end user customers cannot register directly with TCR, the process must be through TeleCloud.

TeleCloud charges for SMS number service, messaging and professional services labor associated with TCR requirements and text messaging. TeleCloud cannot guarantee TCR approval but we will guide you through out the process and re-submit the application on your behalf, if required. TCR requires a Privacy Policy added to customer's website - the privacy policy related to SMS and The Campaign Registry (TCR) should outline how you collect, use, and protect personal information, including phone numbers, and ensure compliance.

Within the TeleCloud and its underlying providers 10DLC Management Portal, you can create your Brands, Campaigns, number Submission form, assign Campaigns to SMS-enabled numbers, and manage OPT-IN, OPT-OUT, and HELP responses. Our team is here to help you! If you have any questions around 10DLC, email support@telecloud.net and we will guide you in the process.

Using this 10DLC technology, businesses can send bulk text messages to customers using a local number. This allows customers to recognize these numbers while engaging with companies and even call them back to speak with a representative.

While 10DLC offers a cost-effective and efficient way to communicate with consumers, **it presents certain risks that should not be ignored. Notably, 10DLC may increase the amount of spam texts received by consumers, thereby eroding consumer trust similar to what has occurred with spam calls. The Federal Communications Commission (FCC) has made spam prevention a top priority, so one can assume that it would pursue spam text messages with similar fervor.**