

# US SMS-TCR Registration Guide

**Valley Bath & Kitchen**  
Adi Bansal, General Manager  
Ravi Beech, Owner  
Mission, BC

Environmentally friendly Canadian manufacturer

# The Campaign Registry (TCR)



Administers the new SMS registration system through the US Carriers



Businesses must register themselves and the campaign use cases they will use SMS for **through their service provider, Business Connect before December 1, 2024.**



Additional vetting may be required based on use case and volume of messages being sent.

TELUS does not control The Campaign Registry. We do not approve the requests and we cannot escalate or change the deadline but we are looking to help in any way we can to ensure that you are successful in this registration process.



# Obtaining consent to send SMS

## Conversational

“Hey how are you?”

### **Implied or any form of express consent**

Consent is implied if a recipient messages you first, or if the recipient tells you they wish to receive messages from you either verbally or in writing.

## Informational

“Your delivery is on its way”

### **Any form of express consent**

Consent can be granted either verbally or in writing and should be logged. Messages must contain opt-out language.

## Promotional

“Save 10% this week”

### **Express written and logged consent**

Consent must be in written form and must be logged/ saved as evidence of recipient opt-in. Messages must contain opt-out language.

TELUS treats all sent messages as trusted, meaning there is no change to how your recipients receive your SMS messages, or any additional steps they must take.

# Allowing opt-out

Recipients have the right to opt-out of a conversational or withdraw consent at anytime.

They must be allowed to opt-out via text, using common keywords including **STOP** and **UNSUBSCRIBE**.

TELUS does not currently manage opt-outs. While many carriers and aggregators automatically block on opt-out requests, it is still the sender's responsibility to remove opt-outs from their list.





## Recent changes and new industry requirements



**Pawanjit Sohi**  
Owner, P.S. Sohi  
Surrey, BC  
#StandWithOwners winner

# Web Presence

All businesses registering for a TCR Campaign, regardless of campaign type are now **expected to have some sort of web presence**. This can be a company website, or an established company Facebook page. **Businesses that do not provide evidence of a web presence will likely be rejected.**

## Website forms

If their website has a contact form that asks for a phone number, an optional SMS opt-in checkbox should also be present. Having forms that collect phone numbers but do not contain SMS opt-in will likely result in their campaign being rejected.



# Privacy Policy

Businesses are now required to link to a privacy policy from their website, regardless if they are collecting phone numbers on their webpage.

The privacy policy must clearly, in an easily understandable way inform consumers what personal information is being collected, how it is used, and how it is being shared.

The policy must also be clear that SMS opt-in or phone numbers for the purpose of SMS are not being shared. **If this is not clear, the registration will be rejected.**



# Business Connect Unified TCR - SMS Registration Form

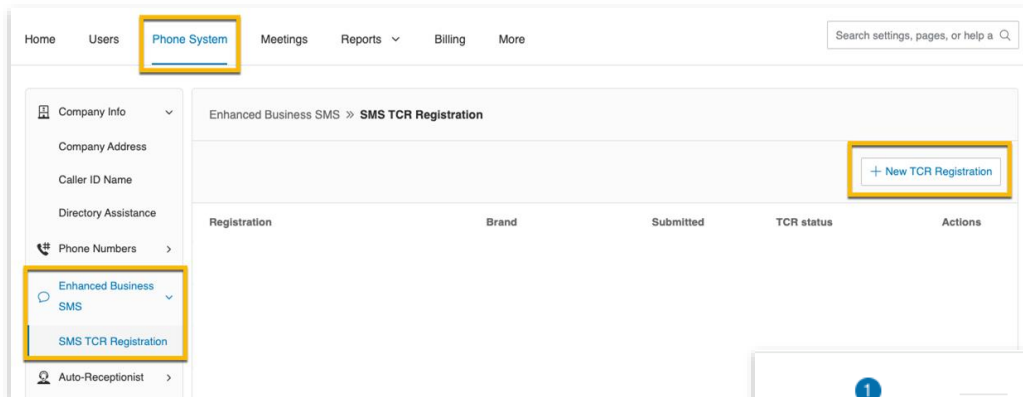


## **Les Mauvaises Herbes**

Owners, Marie Beaupré, Audrey Woods &  
Mariane Gaudreau  
Montreal, QC  
#StandWithOwners winner



# Register to send/receive SMS messages



- Navigate to Admin Portal > Phone System > Enhanced Business SMS > SMS Registration
- Click New TCR Registration

- Register your business to send and receive SMS messages to/from US and CA phone numbers.
- This process is required by all major US/CA wireless carriers.

A screenshot of the 'Register your business' form. At the top, there are four numbered steps: 1. Register your business (active), 2. SMS message details, 3. Link your numbers, and 4. Confirm and Submit. The form title is 'Register your business'. Below it is the label 'Application name' followed by a text input field. A note below the field says: 'Enter a name for this application. This will be how we keep track of your TCR registration.'

# Register “Your Business” (Brand)

- Enter company’s brand information. This is typically the customers public identity.
- If the customer (company) does business under multiple names/entities, Customer will need to register each brand separately.

The screenshot shows a web form titled "Register your business" with a progress bar at the top indicating four steps: 1. Register your business (active), 2. SMS message details, 3. Link your numbers, and 4. Confirm and Submit.

**Brand information**

Each registration is associated with a brand (the public identity of the company). If you do business under multiple brands, each brand must be registered independently. You can register one brand per application.

☒ Register a new brand ☐ Use an existing brand

Enter your company information as listed on your legal documents.

First name  Last name

Contact email  Contact phone number

Legal business name  Brand name (Doing business as)

Work industry  Legal business classification

Tax issuing country  Employer identification number (EIN)

Business address

City  State/Province

Postal code  Country

Website URL (or other web presence like facebook, etc.)

# Register “Your Business” (Brand)

- Customer has the ability to finish registration later, and can click Save as draft.

The screenshot shows a multi-step registration process. At the top, there are four steps: 1. Register your business (active), 2. SMS message details, 3. Link your numbers, and 4. Confirm and Submit. The main section is titled 'Register your business'. It contains a form for 'Application name' with a text input field and a placeholder text: 'Enter a name for this application. This will be how we keep track of your TCR registration.' Below this is a section for 'Brand information' with explanatory text: 'Each registration is associated with a brand (the public identity of the company). If you do business under multiple brands, each brand must be registered independently. You can register one brand per application.' There are two radio button options: 'Register a new brand' (selected) and 'Use an existing brand'. At the bottom, there are three buttons: 'Cancel', 'Save as draft', and 'Finish'.

1 Register your business 2 SMS message details 3 Link your numbers 4 Confirm and Submit

### Register your business

Application name

Enter a name for this application. This will be how we keep track of your TCR registration.

#### Brand information

Each registration is associated with a brand (the public identity of the company). If you do business under multiple brands, each brand must be registered independently. You can register one brand per application.

☒ Register a new brand ☐ Use an existing brand

Cancel Save as draft Finish

# Register “Your Campaign”

- Customer must tell us about the services their company provides to their customers.
- They must tell us what types of SMS messages they plan to send.

The screenshot shows a registration form with a progress bar at the top containing four steps: 1. Register your business, 2. SMS message details (active), 3. Link your numbers, and 4. Confirm and Submit.

**SMS message details**

Please answer the following questions to help us understand how your company uses SMS.

**What service does your company or business provide to your customers?**

Using your own words, tell us a sentence or two describing what your business does.  
(max 400 chars)

**What types of text messages will you send?**  
Add up to 5 use cases. For each of use case, you will be asked to provide additional details including sample messages.

Tip: Please be thorough and accurate. The more details you can provide, the faster we will be able to process your application, and the more likely your application will be approved.

Select a use case ▼



# Register “Your Campaign”

- Customer can select up to 5 use cases based on type of messages being sent and their business needs

**What types of text messages will you send?**  
Add up to 5 use cases. For each of use case, you will be asked to provide additional details including sample messages.

Tip: Please be thorough and accurate. The more details you can provide, the faster we will be able to process your application, and the more likely your application will be approved.

Select a use case ▼

- Account notifications**  
Notifications on an account's activity status or renewal reminders.
- Conversations (between employees)**  
Day to day messages between employees working at your company.
- Conversations (external)**  
Day to day messages with external parties like customers or vendors.
- Customer care**  
Customer interaction notifications.
- Delivery notifications**  
Information about the status of a delivery.
- Fraud alert messaging**  
Informing customers about likely fraudulent activity.
- Higher education**  
Notifications from colleges, universities or other educational regarding reopening, examination updates, and so on.
- K-12 education**  
Notifications from schools including announcements, schedule updates info for students and parents, and so on.
- Marketing**  
Communications that include marketing and promotional content including discounts, special offers, or other marketing-related use cases.

# Register “Your Campaign”

- Customer can select up to 5 use cases and must state in their own words how they use SMS for this use case

What types of text messages will you send?  
Add up to 5 use cases. For each of use case, you will be asked to provide additional details including sample messages.

Tip: Please be thorough and accurate. The more details you can provide, the faster we will be able to process your application, and the more likely your application will be approved.

Customer care

we send messages to customers regarding the care of their account, such as appts scheduled

Delete Edit details

Account notifications

We send messages to customers regarding their account

Delete Edit details

Delivery notifications

we send sms to customers alerting them of order status

Delete Edit details

# Register “Your Campaign”

- Provide 3-5 examples of the SMS messages they plan to send.
- Must indicate whether or not messages include phone numbers , URLs, Web links or email addresses

The screenshot shows a multi-step registration process. The second step, 'SMS message details', is active. It asks for 3-5 examples of SMS messages. There are three text input fields labeled 'Example #1', 'Example #2', and 'Example #3'. Below these is a button that says '+ Add another example'. At the bottom, there are two questions with radio button options: 'Do your messages include phone numbers?' (Yes/No) and 'Do your messages include URLs, web links, or email addresses?' (Yes/No). The 'Example #1' label and the bottom question section are highlighted with green boxes.

1 Register your business 2 SMS message details 3 Link your numbers 4 Confirm and Submit

Provide 3 - 5 examples of messages your employees typically send for the use case(s) selected above.

Tip: if you plan to send phone numbers, or web link URLs, be sure to include them in your sample message

Example #1

Example #2

Example #3

+ Add another example

Do your messages include phone numbers?

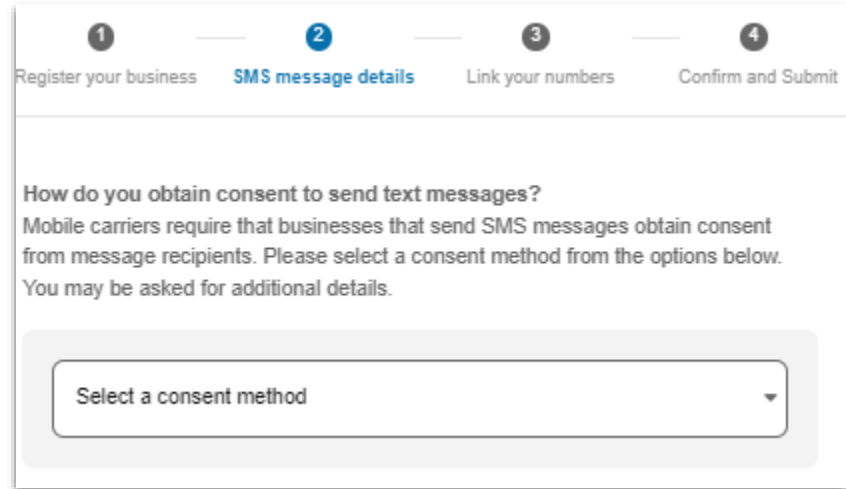
☐ Yes ☐ No

Do your messages include URLs, web links, or email addresses?

☐ Yes ☐ No

# Register “Your Campaign”

- Customer must tell us how they obtain consent to send SMS messages to their customers.



The screenshot shows a registration form with a progress bar at the top. The progress bar has four steps: 1. Register your business, 2. SMS message details (highlighted in blue), 3. Link your numbers, and 4. Confirm and Submit. Below the progress bar, the main content area contains the following text:

**How do you obtain consent to send text messages?**  
Mobile carriers require that businesses that send SMS messages obtain consent from message recipients. Please select a consent method from the options below. You may be asked for additional details.

Below the text is a light gray rounded rectangle containing a white rounded rectangle with a dropdown menu. The dropdown menu has the text "Select a consent method" and a downward-pointing arrow.



# Register “Your Campaign”

- Customer selects consent method applicable to their business
- Upon selection another dialog box will appear providing more guidance on what is required based on selection
- Once consent method is completed consent verbiage will appear

The image displays three sequential screenshots of a web application interface for registering a campaign, specifically focusing on the 'SMS message details' step. The interface features a progress bar at the top with four steps: 1. Register your business, 2. SMS message details, 3. Link your numbers, and 4. Confirm and Submit.

**Screenshot 1 (Left):** Shows the 'How do you obtain consent to send text messages?' section. It includes a dropdown menu 'Select a consent method' and a list of options: 'They message us first', 'We ask them verbally', 'We ask them via email', 'They fill out a website form' (highlighted with a green box), 'They fill out a paper/electronic form', 'They agree via a third-party', 'We do not get consent', and 'Other'.

**Screenshot 2 (Right):** Shows the 'They fill out a website form' dialog box. It contains instructions: 'Your website form must be publicly accessible (i.e. a contact us page) and must include SMS consent language (a checkbox for opt-in is recommended). Additionally, your form must link to your privacy policy (which must include clear language stating SMS opt-in is not shared)'. It includes a link 'Learn more about requirements for form-based consent', a text input field for the URL, and two checkboxes: 'Yes, the form contains a checkbox and SMS opt-in language' and 'Yes, the form links to a privacy policy that clearly states we do not share or sell SMS opt-in, or phone numbers for the purpose of SMS'. Buttons for 'Cancel' and 'Save' are at the bottom.

**Screenshot 3 (Bottom):** Shows the 'They fill out a website form' dropdown menu with the selected option 'Recipients opt-in via a form on our website located at ringcentral.com' (highlighted with a green box). Below the dropdown are 'Delete' and 'Edit details' buttons.

# Register “Your Campaign”

- Review Opt-in/out and help settings
- Insert applicable message for each Keyword. Example: “Thank you for opting into SMS messages from [Company Name]. To opt out message STOP”

1

Register your business

2

SMS message details

3

Link your numbers

4

Confirm and Submit

**Subscriber Opt-in and Opt-out messaging** ⓘ  
Mobile carriers require businesses to support opt-in, opt-out, and help keywords based on their use case. Businesses are required to honor all opt-out requests, and must allow opt-out via text messaging.

**Opt-in keywords**

START

**Opt-in message**  
Thank you for opting into SMS messages from Bonnie's Ice Cream Shop. To opt out at any time reply STOP.**Opt-out keywords**

STOP

**Opt-out message**  
Thank you for opting-out of SMS messages from Bonnie's Ice Cream Shop. To opt back in at any time reply START.**Help keywords**

HELP

**Help message**  
Thank you for contacting Bonnie's Ice Cream Shop, we will be in touch with you soon to help.

# Register “Your Campaign”

- The customer must specify if the messages include age-restricted content, or pertain to direct lending or loan agreements.
- Additionally, they must consent to the SMS/MMS policies concerning banned content

1

2

3

4

Register your business   SMS message details   [Link your numbers](#)   Confirm and Submit

Do your messages include age restricted content?

☐ Yes   ☐ No

Do you send text messages about direct lending or loan agreements?

☐ Yes   ☐ No

**Prohibited message types/categories**  
Some businesses and types of content are not permitted on SMS or MMS in the United States and Canada, such as messages relating to short-term loans, gambling, cannabis, etc. Please review the full list before submitting new TCR registration requests: [Prohibited message categories](#)

☐ I have read and understand the RingCentral SMS/MMS Policies and will not attempt to send prohibited content

# Assign numbers to Your Campaign

- Select phone numbers the Customer wishes to activate for sending and receiving SMS messages.
- Customer must let us know if they require >49 numbers. If so, it requires a secondary case to Telco Ops for Number pool approval.
- Customer must provide the following:
- Rationale for needing more than 49 numbers (be as detailed as possible)
- Quantity of numbers customer wants to add to Number Pool?

The screenshot shows a four-step registration process. Step 3, 'Link your numbers', is the active step. The form includes a checkbox for agreeing to RingCentral's policies, a section for selecting SMS enabled numbers with a tip and a selection box, and a checkbox for needing 50 or more numbers.

1 Register your business 2 SMS message details 3 **Link your numbers** 4 Confirm and Submit

requests: [Prohibited message categories](#)

☐ I have read and understand the RingCentral SMS/MMS Policies and will not attempt to send prohibited content

**SMS enabled numbers**

Select the phone numbers which will be used for the SMS use cases you selected.

Tip: you can select up to 49 numbers per registration request. Your registration must be approved prior to requesting additional numbers. If you need more SMS enabled numbers, check the box below.

Select phone numbers (You can assign up to 49 phone numbers).

Choose numbers ▼

☐ I need 50 or more SMS enabled phone numbers



# Assign numbers to Your Campaign

- Customer select numbers to be enabled on campaign
- Note: customer can only have 49 Numbers enabled, >49 requires number pool approval

The screenshot shows a multi-step process for linking numbers to a campaign. The steps are: 1. Register your business, 2. SMS message details, 3. Link your numbers (current step), and 4. Confirm and Submit.

Under the 'Link your numbers' step, there is a section for 'Prohibited message categories' with a checkbox for 'I have read and understand the RingCentral SMS/MMS Policies and will not attempt to send prohibited content'.

Below this is the 'SMS enabled numbers' section, which includes a tip: 'Tip: you can select up to 49 numbers per registration request. Your registration must be approved before you can add additional numbers. If approved, you can PMMS enable a...'.

The 'Add Numbers' section allows users to choose numbers to enable with SMS. It includes a search bar, a 'Types' dropdown, and a table of available numbers.

Number	Assigned to	Type	Ext.
<input type="checkbox"/> (206) 249-5555	Auto-Receptionist	Company Number	
<input type="checkbox"/> (206) 249-1111	Super Admin	Softphone	102

At the bottom, there is a 'Total: 2' indicator, a 'Show: 10' dropdown, a pagination control showing '1' of 1 page, and 'Cancel' and 'Add' buttons.

# Select SMS Message Volume

- Customer must select the SMS option right for their business based on messages usage
- Once selected, they submit by clicking the finish button. Customer can elect to save as draft and come back if not ready to complete

### SMS TCR registration fees

As part of the carrier required SMS registration process, in addition to one-time registration fees, you will be charged a monthly recurring fee based on the use case type and volume selected. These fees are set by the mobile carriers and their registrar. RingCentral is not charging any additional fees for TCR registration and pays a portion of the per-message carrier fees on behalf of our customers.

[Learn more about TCR and industry fees](#)

Please select a message volume option for these numbers:

☐ Low volume messaging

Message volume allowed:  
Max 6,000 messages per day across all numbers  
(sent to US mobile carriers)

Suitable for most small businesses.

☐ Standard volume messaging

Message volume allowed:  
More than 6,000 messages per day across all numbers  
(sent to US mobile carriers)

Suitable for larger businesses sending higher volumes of SMS.

SMS application fee:

\$0.00 one time

TCR maintenance fee:

\$0.00/month

Cancel

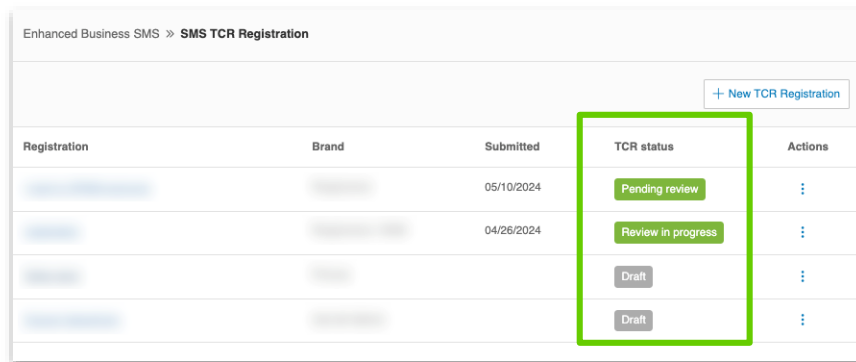
Save as draft

Finish

# Register to send/receive SMS messages

## Registration Status

- **Draft** - Application not submitted
- **Pending review** - We received your application, but have not started the review
- **Review in progress** - Your application is being reviewed
- **Update required** - Add the requested information to your application
- **Setup in progress** - We are setting up your phone numbers to send/receive SMS messages
- **Completed** - Your phone numbers are ready to send/receive SMS messages



The screenshot shows a web interface for 'Enhanced Business SMS >> SMS TCR Registration'. It features a table with columns: Registration, Brand, Submitted, TCR status, and Actions. A green box highlights the 'TCR status' column, which contains buttons for 'Pending review', 'Review in progress', and 'Draft'. A '+ New TCR Registration' button is located in the top right corner of the table area.

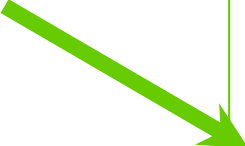
Registration	Brand	Submitted	TCR status	Actions
[Redacted]	[Redacted]	05/10/2024	Pending review	⋮
[Redacted]	[Redacted]	04/26/2024	Review in progress	⋮
[Redacted]	[Redacted]		Draft	⋮
[Redacted]	[Redacted]		Draft	⋮

# Registration Successful

**Subject:** Your SMS Registration with TCR has Been Approved!

**Teaser:** Start texting with your approved numbers or manage them online effortlessly.

Dear {Customer\_Name},



Great news! Your SMS application, {application\_name}, has been successfully registered with TCR, and you're all set to send and receive text messages from the phone numbers you selected.

If you need to make any adjustments or updates to your SMS enabled phone numbers, you can do so at any time by logging into your [online account](#).

Thank you for choosing {RNG\_Brand} for your SMS needs.

# Registration Unsuccessful

Subject: Your SMS registration was not approved by TCR.

Dear Linda Aniston,

Unfortunately, your {Application name} SMS application was not approved by TCR for the following reason(s):

- {Reason 1}
- {Reason 2}

Once you have corrected the above issues with your registration, please resubmit your SMS application in your online account. Resubmissions may incur additional application fees and may take up to 20 business days for approval.

For more information on the registration process and what is required by TCR please visit <https://support.ringcentral.com/sms-registration.html>

Thank you for using RingCentral.

# Common Rejections

# Webform on Website

Any website with a contact form requesting a phone number must include an SMS opt-in checkbox. Campaigns with forms that collect phone numbers but lack an SMS opt-in option will be rejected.

## Example Error:

Unfortunately, your SMS TCR registration was rejected for the following reason(s):

- **Opt-In language required on website if its intake form is used to collect phone numbers**

# Opt-Out language missing from sample messages

Mobile carriers require opt-out language in sample messages, such as "To opt out, reply STOP." We recommend adding this to all three sample messages.

Error:

- **Opt-Out language missing from sample messages**

## Example #1

Dear client here is the additional information you requested. To Opt-out of SMS reply STOP

## Example #2

Texting my family member. [www.msn.com](http://www.msn.com). To Opt-out of SMS reply STOP

## Example #3

Dear client friendly reminder that our meeting is scheduled for 2PM today. To Opt-out of SMS reply STOP



# Compliant Privacy Policy is Required

A compliant privacy policy must clearly explain how information is collected and used. It should explicitly state that any information gathered for SMS consent, including phone numbers, will not be shared with third parties or affiliates.

Error:

- **Compliant privacy policy is required on website.**

# Summary

1. Reclassification of SMS to A2P  
10DLC
2. How providers have adapted to A2P  
10DLC
3. Recent changes and new industry  
requirements
4. TELUS Business Connect Unified  
TCR - SMS Registration Form



## **Skwalwen Botanicals**

Owner, Leigh Joseph

Brackendale, BC

#StandWithOwners winner

Thank you