



10DLC Registration

After we receive the necessary information, CHQ will get your organization registered.



What is 10DLC Registration?

A 10-Digit Long Code (10DLC) is issued by U.S. cell phone carriers and is the new standard for P2P SMS and MMS traffic. The sending party's identity is registered via the Campaign Registry and linked to the phone numbers used for messaging campaigns.



Why is 10DLC Required?

10DLC registration is an industry-led effort to help cell carriers block spam and illegal text messages, while simultaneously allowing important messages, like those from our clients, to be delivered.



Who Should Register for 10DLC?

ALL organizations sending more than 2,000 messages per day must register. As of now, we can handle unregistered traffic for clients sending less than 2,000 messages/day. However, **it is expected that soon, all unregistered senders will be blocked.**



How Do You Register for 10DLC?

1. Fill out CHQ's 10DLC Registration Form.
2. Ensure your organization's online presence will pass vetting processes.
3. Pay your registration fees.
 - a. \$95 Campaign Verify vetting fee.
 - b. \$15 Carrier Vetting fee.
 - c. \$4 Brand Registration fee.
 - d. \$45 for the first 3 months of registration, then \$15/month.
4. CHQ will submit your registration and work to ensure the vetting process is completed.



10DLC Vetting

Find out more about the 10DLC vetting process.

Web Presence Vetting Requirements

The Campaign Registry's vetting process involves a manual review of your website. The following are requirements that your site must meet in order to process your 10DLC registration.



Maintain a Publicly Accessible Website

Ensure your website is publicly accessible and that it prominently displays your organization's name.



Include a Phone Number Submission Section with Accompanying Text Opt-In Language

Include a section on the website where users can submit phone numbers with accompanying text opt-in language. A commonly accepted example is: "By submitting a mobile number, you consent to receive text updates."

- *Note: This requirement applies even if the texting campaign is P2P and exempt from FCC opt-in requirements.*
- This language **must be present** wherever phone numbers are collected via publicly available forms.



Feature a Dedicated Privacy Policy Page

Your website must feature a dedicated Privacy Policy page that explicitly states that collected phone numbers will not be sold to third parties or used for affiliate marketing.

- If your Privacy Policy does not currently cover phone number usage, or if you don't have a Privacy Policy, **ask CHQ for a sample.**



10DLC Registration Form

All Fields Required Unless Otherwise Noted

Legal Company Name:

**Company Name must match IRS Name Field*

EIN Tax ID:

What Type of Legal Form is this Company?

**"Non-Profit" includes political campaigns*

Vertical Type:

Support Phone:

Email:

Street Address:

City:

State:

Zip:

Website:



Campaign Verify – State/Local

All Fields Required Unless Otherwise Noted

Committee Name:

Filing URL:

**Insert link to your committee's official filing page with the Election Authority*

Committee Filing Email Address:

**Must match email address listed on official filing document*

State/Local/Tribal:

Committee Mailing Address:

City:

State:

Zip:

Committee Type:

Election Date:

Committee EIN:

Verification Preference:

Committee Phone Number:

Landline

Mobile

**Required if "Phone" is chosen as verification preference above. If selected, it must match phone from filing URL.*