

SMS TERMS & CONDITION BLUEPRINT

Use the following template to remain TCPA & CTIA compliant in your SMS campaign's terms & conditions. The following will be hosted on it's own website, and linked to from where you advertise your campaign to customers.

Business Name

Tell customer your business name.

[CTIA Requirement](#)

Recurring Program Description

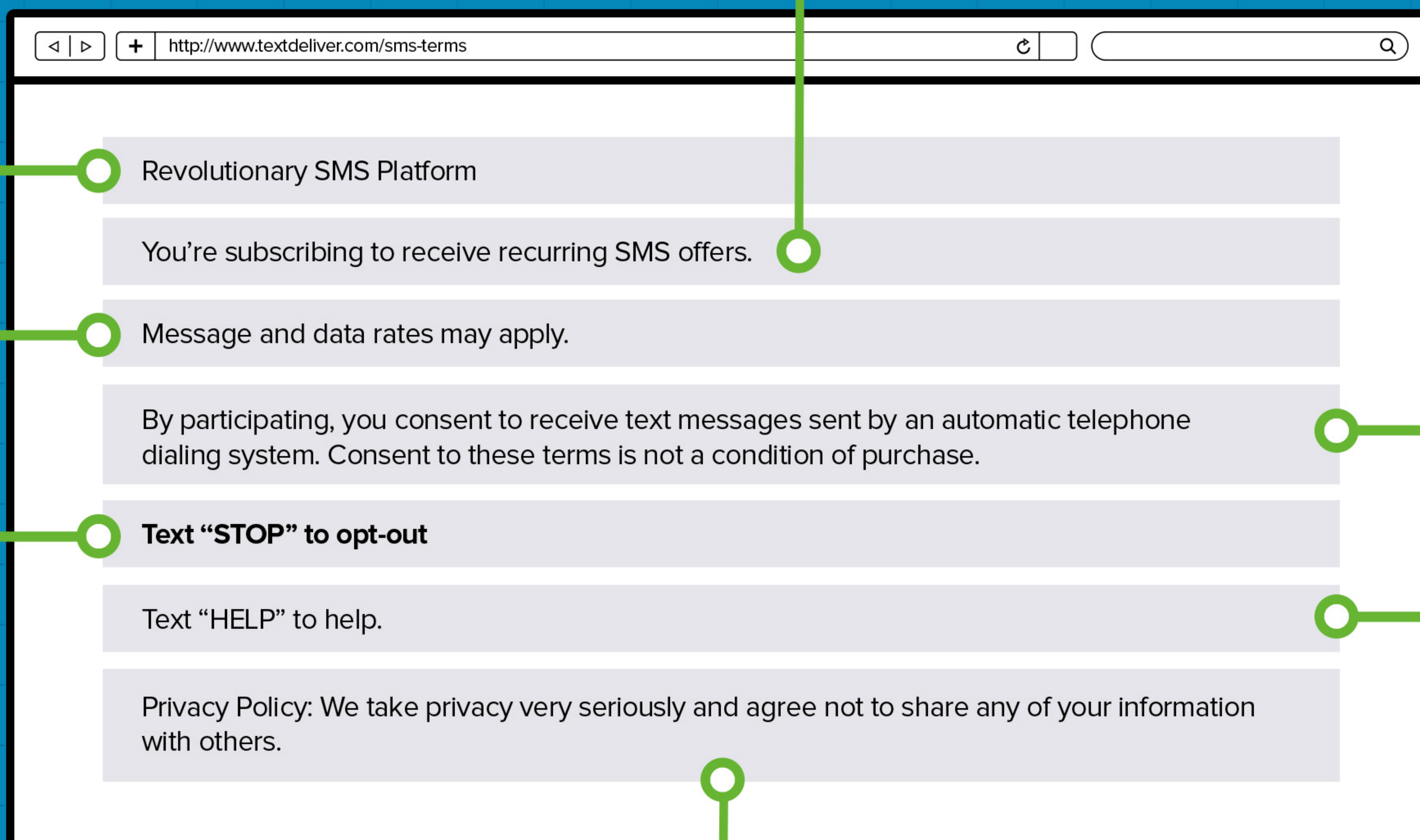
Tell customers what kind of SMS messages they're subscribing to (e.g. SMS Offers, SMS Alerts, etc.), and that the SMS messages are recurring, meaning that they'll be receiving them on an ongoing basis from your business.

[CTIA Requirement](#)

TCPA Disclosures

Tell customers that by participating, they're consenting to receive SMS messages from your business. In addition, customers must be made aware that participation isn't a condition of a making a purchase.

[TCPA Requirement](#)



Msg & Data Rates

Tell customers that standard message & data rates may apply for SMS messages from your business.

[CTIA Requirement](#)

Privacy Policy

Tell customers what you'll be doing with the information you collect about them, and who, if anyone you'll be sharing that information with.

[CTIA Requirement](#)

Help Instructions

Tell customers that they can get help by texting "HELP" to your short code. A toll-free number, or email address can also be used.

[CTIA Requirement](#)

Opt-Out Instructions

Instruct customers on how to opt-out of receiving SMS messages from your business. This must be in bold.

[CTIA Requirement](#)