Access One SMS consent requirements and examples

Mobile carriers require businesses to obtain consent before sending text messages to their recipients. Sending text messages to customers, partners, or employees requires permission first.

Note: If you choose multiple options, you need to provide all of the required information for each one.

They message us first: Describe where your customers locate your phone number(s) to contact you. For example, advertised on a website (include website address), business card, flyer, etc.

We ask them verbally: Describe how recipients are asked for consent over the phone or in face-to-face conversations, and how you're tracking their opt-in for receiving text messages.

We ask them via email: Describe the process used to ask recipients for consent using email communication. For example, "We email consumers the following script: By replying to this email with your consent, you're agreeing to receive [campaign type (e.g., Conversational, Marketing, Notifications)] messages from [Business Name]. Reply STOP to opt-out; Reply HELP for support; Message & data rates may apply; Messaging frequency may vary. Visit [privacy policy URL] to see our privacy policy and [Terms URL] for our Terms of Service."

They fill out a website form: Include a direct link to your publicly accessible website form.

They fill out a paper/electronic form: Describe the method used to collect written consent and submit the signed document to Access One support.

They agree via a third-party: Obtaining consent indirectly or through third parties, including purchasing or sharing leads is a violation of carrier policies. Consent cannot be shared, even if a recipient checks a box stating that they would like to receive SMS from third parties.
We do not get consent: Regardless of how you use SMS, mobile carriers require you to obtain consent before sending messages.

Other: Please review the CTIA guidelines and consent requirements to make sure that the way you are obtaining SMS consent meets carrier requirements. Then describe in detail the process your team uses to get permission from customers before messaging them. As a reminder, you cannot text a recipient to ask them for consent to message them (unless replying to them in a conversation where they messaged you first).

Website form requirements

If you obtain consent online using a "Contact Us" website form, the form must be publicly accessible.

The SMS consent language should appear as an optional checkbox, and read: "I consent to receive SMS from [Business Name]. Reply STOP to opt-out; Reply HELP for support; Message and data rates apply; Messaging frequency may vary. Visit [privacy policy URL] to see our privacy policy and [Terms URL] for our Terms of Service."

Verbal consent requirements

If you obtain verbal consent, include the script used to request the recipient's consent to receive your brand text messages. The script must be entered word for word in the text box popup that appears when you select We ask them verbally in the TCR Registration form.

The SMS consent language should read: "I consent to receive SMS from [Business Name]. Reply STOP to opt-out; Reply HELP for support; Message & data rates may apply; Messaging frequency may vary. Visit [privacy policy URL] to see our privacy policy and [Terms URL] for our Terms of Service."

Written consent requirements

If you obtain written consent over email or using a paper form, submit an Access One support case and send a copy of a signed document that includes an optional SMS consent checkbox and phone number field.

The SMS consent language should read: "I consent to receive SMS from [Business Name]. Reply STOP to opt-out; Reply HELP for support; Message and data rates apply; Messaging frequency may vary. Visit [privacy policy URL] to see our privacy policy and [Terms URL] for our Terms of Service."
You must keep a copy of each recipient's signed form as documentation for tracking purposes.

Requirements when the consumer initiates messaging

If you select They message us first as the option for obtaining consent, you must include verifiable proof of where they can find your phone number and how to text you. This information can be displayed on your website, a flyer, a business card, or other visible locations. To verify compliance, submit a support case with a picture showing where your phone number is posted.

The following statement must be included and clearly visible in the image you send to support: "You can text [Business Name] for information regarding our services. By texting [Business Name], you agree to receive [campaign type (i.e. Conversational, Marketing, Notifications)] messages from [Business Name]. Reply STOP to opt-out; Reply HELP for support; Message & data rates may apply; Messaging frequency may vary. Visit [privacy policy URL] to see our privacy policy and [Terms URL] for our Terms of Service."

Privacy policy and Terms of Service requirements

For all methods of obtaining consent, you must provide a link to your privacy policy that includes:
- A clear statement indicating the information obtained as part of the SMS consent process won't be shared with third parties.
- How your consumer information is used, collected, and shared.

The Terms of Service section within the privacy policy or set up as a standalone page must include: Information on the types of messages the recipient can expect to receive.

Examples:
- Customers and Guests: Updates regarding your orders, deliveries, or other relevant information.

- Job Applicants: Information about your application status, onboarding materials, or other employment-related updates.
- Standard messaging disclosures:
  - Messaging frequency may vary.
  - Message and data rates may apply.
  - You can opt out at any time by texting "STOP."
  - For assistance, text "HELP" or visit our [Privacy Policy URL] and [Terms of Service URL].

Keyword requirements

Mobile carriers require businesses to support opt-in, opt-out, and help keywords based on their use cases and must include the following:

The opt-in message must include your brand name, message frequency disclosures, message and data rate disclosures, where the user can find help, opt-out information, and privacy policy and Terms of Service information.

Example: "Thank you for opting into SMS messaging from [Brand name/DBA]. Messaging frequency may vary. To opt-out, text STOP. For assistance, text HELP or visit [Brand Website URL]. Privacy policy [privacy policy URL]. Terms of Service [Terms URL]. Message & data rates may apply."

The opt-out message must include your brand name and instructions on how to opt back in.

Example: "You will no longer receive messages from [Brand name/DBA]. To opt back in at any time, reply START."

The Help message must include your brand name and the website, email address, or phone number to contact for support.

Example: "Thank you for contacting [Brand name/DBA]. You can find help online at [Brand Website URL]."

Revocation of consent

You must allow recipients to opt out of future messages if they text an opt-out keyword (i.e., STOP). Businesses sending promotional SMS must provide this opt-out keyword as part of the initial text message to consumers (individual and bulk groups). If a recipient opts out of this type of message, you can't send them text from any number your business owns.

For example, you might own a restaurant and send messages from several different phone numbers. If a customer opts out of receiving SMS for the restaurant's campaign, you can't send them further SMS from other numbers associated with that campaign. However, if that same customer is also signed up for a separate campaign, you may continue sending SMS until they reply with the appropriate opt-out keyword.

Any opt-out requests must be logged and documented for you to provide as proof if requested at a later date. You can keep track of the phone numbers that have opted out of receiving text messages in your Access One account.