# Verified Sender Request

Please fill out the following and return to CarrierX. One Verified Sender submission is required per brand. Brands who dedicate different numbers to different use cases should submit separate forms for each TFN.

**All fields are required for all submissions.** No use case (e.g. conversational messaging) is exempt from any field, including opt-in and CTA. If **any** required fields are missing, we will not be able to process your request.

|  |  |  |  |
| --- | --- | --- | --- |
| **Required** | | | |
| 1. **Business Name** |  | | |
| 1. **Business Registered Address** | **Address:** | | |
| **City:** | **State:** | **Zip:** |
| 1. **Business Contact** | **First:** | **Last:** | |
| 1. **Business Contact Information** | **Phone:** | **Email:** | |
| 1. **Number** If multiple numbers, please explain why |  | | |
| 1. **Summarize the use-case** What content are subscribers signing up for? |  | | |
| 1. **How will consumers be opting in?** This field should describe how a consumer opts-in to the campaign, therefore giving consent to the sender to receive their messages. It must be explicitly clear and inform the consumer of the nature of the program. If multiple opt-in methods can be used, please list them all. |  | | |
| 1. **Will the text messages be advertising or promoting a commercial product or service?** |  | | |
| 1. **Was this traffic previously on another messaging service?** |  | | |
| 1. **If previously on another messaging service, please provide sample content and numbers** If the content was spread across multiple long codes or short codes, please provide each long code and its associated content. | **Content:** | **Number(s):** | |
| 1. **Where is the number published (if anywhere)?** |  | | |
| 1. **Fortune 500 or 1000 company?** |  | | |
| 1. **Corporate Website** |  | | |
| 1. **Terms & Privacy**   What are the web addresses of the mobile T&Cs and company privacy policy? | **T&Cs:**  **Privacy Policy:** | | |
| 1. **Calls to Action  Required for all submissions.** How do end-users learn they can text this number? If CTAs differ between numbers, please specify. |  | | |
| 1. **Example Message(s)**   i.e. a message an end-user might receive |  | | |
| 1. **HELP, STOP \* & Other details** | HELP message contains opt-out instructions  STOP keyword is supported as an opt-out method. | | |
| 1. **Traffic Volume**   Est. outbound messages monthly |  | | |
| 1. **Will this program deliver messages to Canadian end-users?** |  | | |
| 1. **Is this program’s intent or subject matter related to COVID-19?** |  | | |

\* Failure to obtain express end-user consent (opt-in) or respect the end-user’s right to revoke consent (opt-out) will result in carrier rejection of your submission. Consent cannot be purchased as a list from a third party. Consent cannot be obtained by virtue of an existing business relationship for other purposes unrelated to text messaging, or from consent given for text messaging of a different use case. While opt-out functionality is enforced at the Network level through the STOP and UNSTOP keywords, brands must act upon every opt-out event they receive by removing the opted-out consumer phone number from all distribution lists associated with the messaging program. No future messages may be attempted.