

Requirements for Messaging Campaigns

To conduct SMS messaging campaigns, all Acclaim Telecom Services, Inc. (ATSI) customers, end-user clients and entities must:

- Collect consent from SMS messaging campaign participants/recipients prior to sending SMS messages. This can be achieved by offering target participants to opt into text message communications.
- At the time of consent, provide a description of the types of content/communications. For example, "Receive account notifications via SMS from XYZ Corporation. "
- Disclose that the recipient may incur a fee as a result of receiving SMS messages. A typical message may state "Message and data rates apply."
- Notify recipients how often they may receive messages from the campaign. Verbiage such as "5 messages per month" or "Message frequency varies" are sufficient.
- Allow message recipients to opt out of receiving future text messages. Instructions should be provided such as, "Text STOP to cancel" For ATSI contracted customers, this information will be required for the campaign design
- Provide recipients with a means to receive assistance. This can be done through additional SMS messaging, providing a phone number, or email address. Some examples include "Text HELP for help" or "Call XXX-XXX-XXXX for assistance." For ATSI contracted customers, this information will be required for the campaign design review.
- Provide recipients with a link to ATSI's SMS Messaging Terms of Service or replicate the content.
- Provide recipients with a link to ATSI's SMS Messaging Privacy Policy or replicate the content.

