



## A2P MESSAGING IN THE UNITED STATES

### Disallowed Content



## Disallowed Content

Sinch's goal is to engage businesses and consumers in a mutually beneficially relationship over text messaging. We believe that this is the backbone to growing the industry in a positive way and doing this correctly will drive adoption of business texting for everyone. To achieve this goal, it is imperative that we keep the industry clean to the best of our abilities and continue to provide value to the end consumer and this is why Sinch has updated its disallowed content policy.

The following categories have been attributed to be harmful or deceitful to the end consumer and cannot be run on any US Messaging Product (LN, TFN or SC).

### High-Risk Financial Services

- Payday Loans
- Short Term- High Interest Loans
- Auto Loans
- Mortgage Loans
- Student Loans
- Debt Collection
- Gambling
- Stock Alerts
- Cryptocurrency

### Get Rich Quick Schemes

- Deceptive Work from Home Programs
- Risk Investment Opportunities
- Multi-Level Marketing

### Job Postings

Exceptions permitted if the message sender is the one doing the hiring

### Sweepstakes

Sweepstakes are permitted, they are reviewed by Sinch and MNO's on a CBC basis. Must have Official Rules and both compatible & compliant Terms.

Message senders are expected to enforce restrictions on their own networks to prevent onboarding these types of content at the intake source. Upon investigation, if determined to be a part of at least one of the categories above, Sinch will request that you stop sending the traffic. By sending traffic of this nature to Sinch, Sinch reserves the right to all, and not limited to, of the following actions: the suspension of sending rights for a provisioned phone number; restriction of high-throughput access; suspension of provisioning rights for new phone numbers; and/or suspension of all network services.

If you have additional questions, please don't hesitate to contact us at [support@sinch.com](mailto:support@sinch.com)

Thank you,

Sinch

### Debt Forgiveness

- Debt Consolidation
- Debt Reduction
- Credit Repair Programs

### Controlled Substances

- Cannabis and CBD
- All Schedule 1 & 2 drugs
- Tobacco and Vape
  
- Phishing
- Pornography
- Profanity or Hate Speech
- Gambling (only non-promotional is permitted)
- Fraud or Scam
- Deceptive Marketing
- Lead Generation (All Affiliate Marketing must be carrier approved)