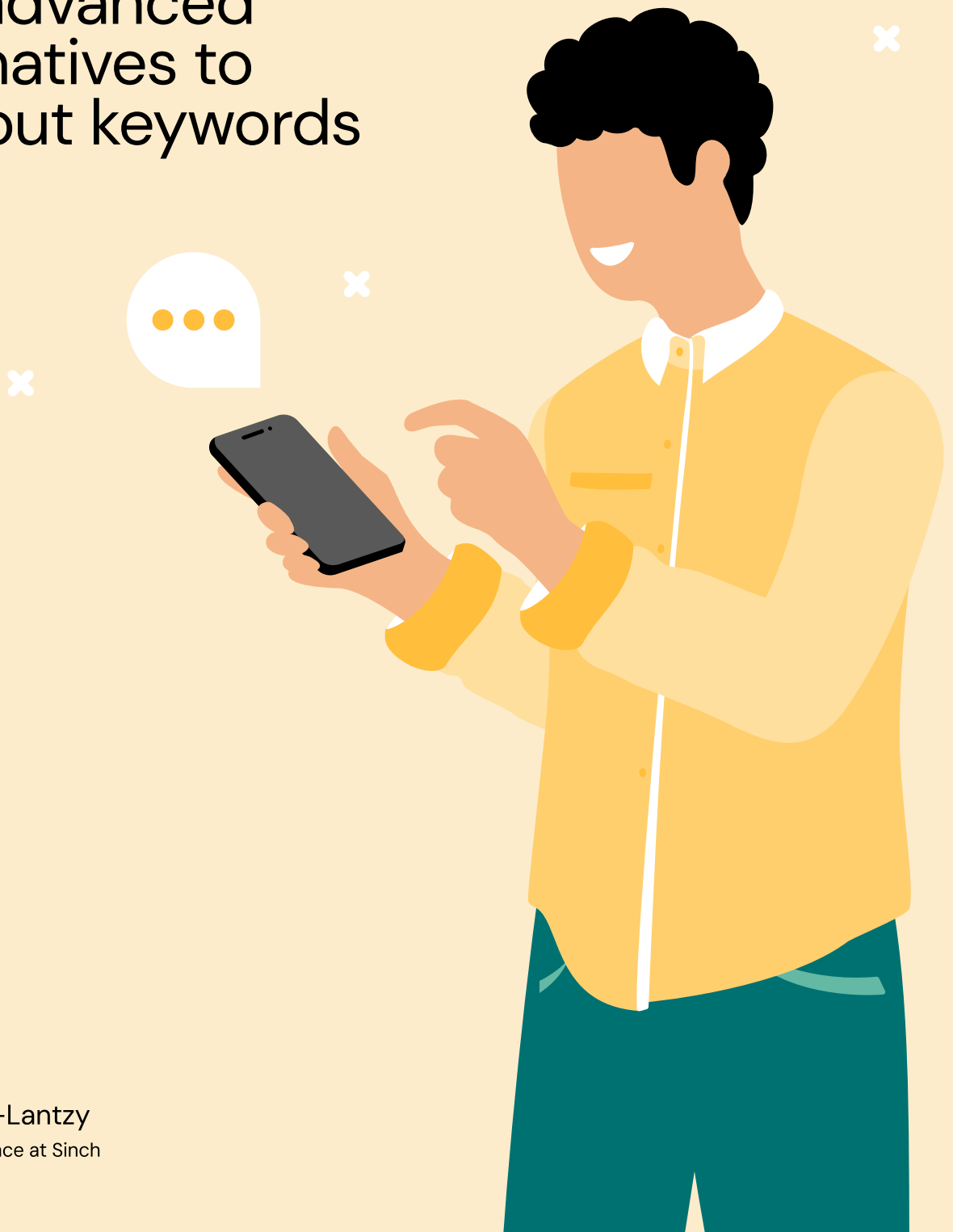


GUIDE

Standard opt-out keywords

and advanced alternatives to opt-out keywords



All mobile communications in the USA and Canada are required to follow prescribed “opt-out” keywords. There are five required keywords, and they are **“stop, unsubscribe, cancel, end, quit”**.

Additionally, as the flow of communication increases, we have found that it is best to look for “advanced alternatives” to these standard keywords. Working with input from several leading brands in the industry, the Compliance Team of Sinch has created this guidance document so that you are able to react quickly to and interpret the intent of your subscribers when they want to “opt-out”.



Variations of the common opt-out words.

The most common “variation of the opt-out words” is simply misspellings or extra characters in the common opt-out terms. For instance, “unsubscribe” is a difficult word to spell, and there can be multiple versions of that word that would need to be suppressed. Additionally, there are similar words like cease, delete, remove, terminate, quit, revoke, withdraw, and others that are common variations of the usual opt-out terms. Here is a list of those types of misspellings and similar variant words that we interpret as requests to opt-out:

7top	revoke	stop=unsubscribe
atop	S T O P	Stop=Unsubscribe
back out	S t o p	Stop=Unsubscrib
cancel	S TOP	STOP=UNSUBSCRIBED
cease	S-T-O-P	STOP=unsubscribe
cease and desist	SPAM	stop=unsubscribe
delete me	sstop	stop2end
delete my number	Stip	stopall
drop out	sTOP	stopend
Dtop	stop =unsubscribe	stopunsubscribe
leave	stop 2 end	Stoq
lose my number	Stop all	Stp
No! Stop!	stop end	stup
opt out	Stop these	syop
opt-out	unsubscribe	take my name off
optout	Stop to unsubscribe	terminate
pls remove me	stop unsubscribe	Unscribe
please remove me	stop unsubscribe	unsubscribe
quit	STOP UNSUBSCRIBE	unsubscribestop
reject	stop=insubscribe	Unsubscribing
remove	stop=insubscribe	Unsubscribe
remove me	stop=isubscribe	Unsubscribe
remove my name	stop=subscribe	withdraw
remove my number	STOP=unsubscribe	
	stop=unsubscribe	

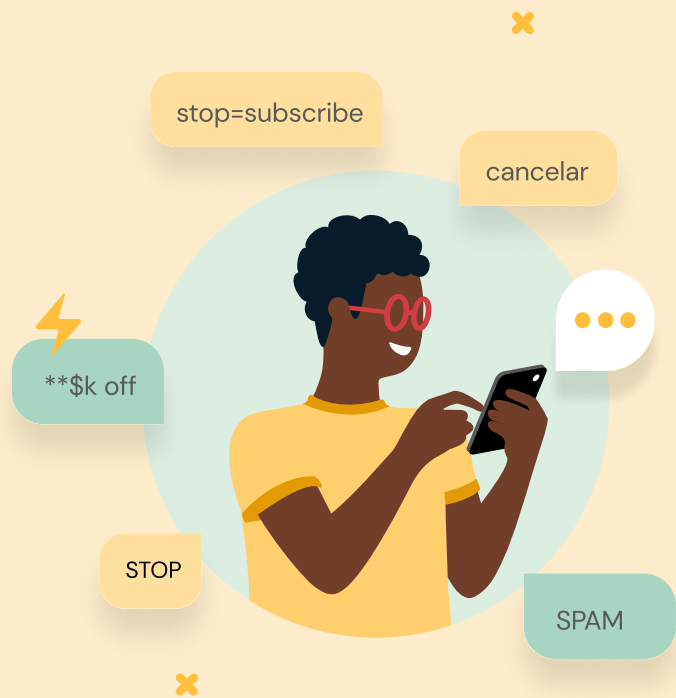
Profanity opt-out

The next most common category of words are profane, racist, or aggressive ways to say “stop” that may not exactly say stop, but clearly mean it.

Spanish opt-out

We also recommend suppressing common Spanish versions of Stop or Unsubscribe terms because Spanish is the second-most-spoken language in the world today.

cancelar	Detener
no me llames	dejar de enviar mensajes de texto
vete a la mierda	Darse de baja
No interesada	
No Interesado	



The final thing to consider is the increasingly common tactic by serial plaintiffs to bury a stop word in a longer sentence or phrase. For instance, look for the word “stop” or “cease” or “unsubscribe”, and then opt that person out if that word appears ANYWHERE in their incoming response message. Therefore, typing “I’m busy right now. Please stop calling me” will result in an opt out simply because the word “stop” is in there. Companies would be smart to err on the side of opting out any recipient that has “stop” anywhere in the response message.

There’s a lot here – but our goal is to stop unwanted texts to anyone who tells us that, even if they say so in a not-to-kind or professional manner. Also, we think companies would be well served to remember and include the numerous misspelled versions of words like unsubscribe or even “stip” which brands receive over 500 times a month.

500

We receive over 500 requests a month to “stip”.