

CONTENT



- Content is "Political" in nature and registered with Campaign Verify
- Company website (or web presence – e.g. Facebook, Instagram, etc.) is registered with the brand
- Company domain email associated with the brand is on the registration
- Content is in alignment with what was provided in the original Campaign use case, description and example messages submitted in TCR
- Using a private URL shortener
- Have an up to date "internal disallowed content" list
- Filter against disallowed URL's SPAM, SCAM and SHAFT key words
- Include opt-out language in messages - e.g. STOP, UNSUBSCRIBE, etc.
- Manage opt-out databased to ensure users do not receive unwanted messages



- Political campaign is not registered with Campaign Verify
- Web presence provided is different than the registered brand
- G-mail or other generic email account associated with the brand registration
- A2P (Business-to-Consumer) traffic being sent over a P2P (Consumer-to-Consumer) channel
- Using "Bitly" or "TinyURL" shorteners
- Content is related to Cannabis or CBD
- Messages contain HATE Speech, Adult Solicitation or SHAFT related content
- No traffic filtering
- No opt-out message treatment

SUBSCRIBER DATABASE

- Scrubbing against "Opt-Out" Lists
- Scrubbing against DNC Lists
- Scrubbing against Re-assigned Number Database (RND)
- Scrubbing against 7726 reports
- Processing "Deactivation Files"
- Track how someone signed up to receive text messages (i.e. opt-in method)
 - Through paper sign-up sheets
 - Through website
 - Through mobile opt-in
 - Through voter registration cards

POLITICAL



- Have explicit opt-in from your subscribers
- Campaign opt-out rate below 4.8%
- Maintaining an opt-out list and removing subscribers who have opted-out
- Organization sending messages has been registered through "Campaign Verify"
- Campaign registered through TCR as a political campaign with the CV token
- Messaging is A2P (Business/Organization-to-Consumer)



- Obtained consent from the "voter registration card"
- Campaign opt-out rate above 4.89%
- Not processing opt-out messages (e.g. response = "STOP") and removing subscribers from receiving content
- Campaign is not registered in TCR as a political use-case
- Message is considered HATE speech
- Message considered "inflammatory" or "defaming"

ADVANCED EFFORTS

- Credit Card Sign Up Review Software
- In-App Purchase Data Collection (to assure that user is not a Bot)
- Website Sign Up Reviews (to assure that user is not a Bot)
- Email Verification Solutions
- Velocity Limits on Sends (e.g. 40 messages in 10 minutes from a sender ID / TN)
- Advanced Keyword Filters (i.e. for SPAM, SCAM, SHAFT and other disallowed content)
- IP address Blocks (e.g. Blocking from certain countries such as China & N. Korea)
- AI (Artificial Intelligence) Filtering - AWS
- Mobile App and Back End Network proofing