



# vibes Connect

## Compliance Guide

U.S. programs must meet the following carrier compliance requirements to be approved. Please also check the program for prohibited content & thoroughly vet any unknown content providers before requesting activation of a new code or program.

### Call-To-Action & Message Flow Requirements:

#### Subscription Programs:

##### CTA Option 1 – List Terms in Full

- Program (Brand) name & product description
- Msg & data rates may apply
- Message frequency
- Privacy policy or link to privacy policy
- Complete support contact info
- Opt-out instructions including “STOP” keyword

##### CTA Option 2 – Link to SMS T&C

- Product description
- Msg & data rates may apply
- Message frequency
- Opt-out Instructions including “STOP” keyword
- Privacy policy or link to privacy policy
- Labeled link to T&Cs page, which includes:
  - Program (brand) name
  - Product description
  - Msg & data rates may apply
  - Complete support contact info
  - Message frequency
  - Opt-out Instructions including “STOP” keyword

##### Welcome Message:

- Brand name &/or program name
- Must confirm opt-in or say welcome
- Message frequency
- Reply STOP to cancel
- Msg & data rates may apply
- Customer care contact information

##### Sample Alert Copy:

- Brand name &/or program name

#### Single Message Programs:

##### CTA Option 1 – List Terms in Full

- Program (Brand) name & product description
- Msg & data rates may apply
- Privacy policy or link to privacy policy
- Complete support contact info

##### CTA Option 2 – Link to SMS T&Cs

- Product description
- Msg & data rates may apply
- Privacy policy or link to privacy policy
- Link to T&Cs page, which includes:
  - Program (brand) name
  - Product description
  - Msg & data rates may apply
  - Complete support contact info

##### One-Off Reply:

- Program (brand) name &/or product description

#### Required Default Messages:

##### Help MT:

- Brand name &/or program name
- Customer support contact information

##### Stop, End, Cancel, Unsubscribe, Quit MT:

- Program (brand) name or product description
- Confirmation no additional messages will be sent

### Other Possible Compliance Requirements:

- **Age Gating** - for Age Restricted Products or Places
- **Text-2-Enter Sweeps** - Rules will be required & AMOE
- **2FA Only Programs** - Verizon will require an alternative way for users to receive their passcode to SMS (For example phone call, email)
- **Shopping Cart Reminder Programs**
  - Must state shopping cart reminders will be sent on the CTA & Comprehensive T&Cs
  - Privacy Policy must describe how shopping cart reminders will be sent using cookies
  - Double opt-in required and prompt must state shopping cart reminders will be sent

### Other Considerations:

- **Call-to-action images:**
  - Images must be clear and easy to read. T-Mobile will not accept blurry images or mockups that do not line up
  - Consent & terms checkboxes cannot be pre-selected. CTA images must reflect the boxes unchecked to show the end user will take that action
- **SMS opt-in must be optional**
- **Comprehensive T&Cs cannot be accessible through a pop-up**
- **The program cannot include placeholders for the shortcode or support contact phone number.** CTA & terms should be in finalized state.
- **Privacy Policy & Terms cannot state or imply:**
  - Personal information will be shared with third party affiliates for marketing purposes
    - Must be removed or brand must state “All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.”
  - That by providing any info, the user is expressing opt in consent
  - End user is responsible for notifying brand if they change their number & must indemnify brand if they fail to do so.
    - That language must be removed or be immediately followed by “Does not apply to T-Mobile subscribers”
  - Users are also agreeing to email and/or phone calls by providing consent to enroll in SMS
  - The opt-in messages, help or stop messages will be delayed. It is expected that Conf MT, HELP and STOP MTs are sent immediately
- **Exact verbiage requirements:**
  - Pricing Disclosure – must state "Message & data rates may apply" or "Msg & Data rates may apply"
  - Shopping Cart Reminders – “Abandon Carts” is not sufficient. Must include “SMS” or “Reminders”.
  - Confirmation MT (subscription programs only) – Must confirm opt-in or say “welcome”
  - Stop MT – “No additional messages will be sent” Saying messages are blocked is not sufficient.
- **Complete support instructions are required on the CTA/T&Cs**
  - If the CTA says “Text HELP for help” then the shortcode must be listed on the page.
  - If there is a support URL it must go to a page where the user can receive support for SMS.
  - If there is a phone number, it must be toll free or match the support number listed in the terms.
  - A support email would also be acceptable.
- **Program details should be consistent throughout the program:** Msg frequency description, the brand or program name, sample alerts match up with program description, opt-in description aligns with opt-in flow.
- **Brands cannot group SMS opt-in consent with another action or form of consent.** Making a purchase, creating an account, etc
- **Codes must have a sole content provider & a code cannot be shared by multiple brands** Opt-in language should not say the participant is providing consent to more than one brand