



# Business Messaging

## 10DLC Brand Registration



### What is 10DLC?

10DLC stands for 10 Digit Long Code. This refers to the number that your organization wishes to send texts from. It is a standard protocol employed by all major U.S. mobile carriers.

As of February 1, 2025, carriers are implementing industry-wide SMS texting enforcement. This requires all businesses to register their brand and messaging campaigns to prevent SMS blocking. This requirement is aimed at reducing spam and fraud.

Within the Telesystem Business Messaging - Clerk Chat interface, Customer Admins and Workspace Owners have the access to navigate to **Settings > Company Registration** to complete the 10DLC Brand Registration form.

### What is Brand Registration and why does my company need to worry about this process?

Businesses must register their 10DLC through The Campaign Registry (TCR), a process involving submitting details about the intended use of the number, the type of messages to be sent, and ensuring compliance with carrier guidelines. This registration is mandatory to avoid message blocking by carriers.

For businesses, understanding and utilizing 10DLC can significantly impact message delivery rates, customer trust, and compliance with carrier regulations. It represents a shift towards more regulated, secure, and efficient business communication via SMS.

### Getting Started

- **All customers must complete company registration as soon as possible** to comply with industry regulations. This is for P2P and A2P use cases.
- During the vetting period, customers **can receive inbound messages but cannot send outbound messages** until approval is finalized.
- **To ensure a smooth onboarding experience**, the 10DLC Brand Registration Process should be initiated at least two weeks before the customer's go-live date to allow enough time for vetting and to manage expectations.

# Brand Registration Process

To register a company for 10DLC we require just the address and the EIN of the business.

The screenshot shows the 'Register your brand' form at Step 1 of 3, titled 'Your company information'. The form includes the following fields:

- Legal company name: Clerk Chat
- Industry: Communication
- Contact phone: +1 (864) 506-8019
- Contact email: josh@clerk.chat
- Address: 16192 Coastal Highway
- Country: United States
- State / Province: DE
- City: Lewes
- ZIP / Postal Code: 19958
- Organization legal form: Private Profit
- EIN: 92-0632216

A 'Proceed' button is located at the bottom right of the form.

Customer must add an Opt-In widget to their website, which is provided within the application.

The screenshot shows the 'Register your brand' form at Step 3 of 3, titled 'Opt-in consent'. The form includes the following elements:


- A notification: 'Once we have verified your site, we will begin the registration process.'
- A code block containing the following JavaScript code:

```
<script
  async src="https://www.googletagmanager.com/gtag/js?id=G-QDNHXGW9YX">
</script>
<script>
window.dataLayer = window.dataLayer || [];
function gtag() {dataLayer.push(arguments);}
  gtag('js', new Date());
  gtag('config', 'G-QDNHXGW9YX');
</script>
```
- A 'Copy code' button.
- A field for 'Paste the URL where you installed the widget' with the value 'https://clerk.chat'.
- 'Back' and 'Verify' buttons.

Below is a preview of what the widget looks like when viewed on a website.

**SMS Opt-in**  
Opt-in to receive messages

Your phone number


 ▾ +1

**Opt-in**

**SMS Privacy Policy**  
This Privacy Policy governs the manner in which we collect, use, maintain, and disclose information collected from users of our messaging services.

**Consent**  
By opting in to our messaging services, you consent to the collection, use, and disclosure of your information as described in this Privacy Policy. We do not share end-user data with third parties for marketing or promotional purposes without the explicit consent of the consumer. Any data shared is limited to essential business operations and will not involve the sale or transfer of consumer information without direct consent.

**Opt-out Instructions**  
We respect the right of our users to opt out of receiving future communications from us. If you wish to be removed from our messaging list and no longer receive communications from us, you can opt out by texting any of the following keywords: STOP, QUIT, END, REVOKE, OPT OUT, CANCEL, or UNSUBSCRIBE

Powered by  Clerk Chat <https://clerk.chat>

**Brand and campaigns are fully registered within 2 weeks.**

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## Brand Registration FAQs

### What should I have readily available in order to register?

- Company address and contact info.
- EIN (or first nine digits of BN if Canadian company)
- Access to add an opt-in consent widget to your website (your web site developer). A copy of the code snippet is provided during the registration process. Simply copy the full code and paste it into the section of your website where you want it to display (typically in the “Contact Us” portion for most business sites)

### What if I only text employees, not groups of customers?

The latest 10DLC regulations now require all companies to register their brand before sending any outbound SMS traffic—this requirement is no longer limited to only Application-to-Person (A2P) messaging.

## FAQs Continued

### **Why do I need to display the widget on my website?**

Adding the consent widget to a new standalone, public-facing page is the most reliable way to satisfy the requirement that message recipients can easily opt-in/out. The data is then stored within Contacts.

### **My company is based in Canada. Why do I need to register?**

Companies outside the U.S. should register if they ever need to send SMS to any U.S. based numbers. Otherwise those messages may be blocked by U.S. carriers. You must enter the first nine digits of your BN (Business Number) in place of EIN within the registration form.

### **Does Telesystem/Clerk Chat verify any of the information?**

This service streamlines the registration process on your behalf. Simply follow the steps within the app to comply with U.S. carrier expectations. We help ensure that your request is formatted properly, but do not verify your information in any way.

### **How long does this process take?**

The proprietary workflows powered by AI can bring the timeline for verification down to 3-4 business days with a submission approval rate above 98%. The process is dependent on third parties by regulation, however, and in some cases can take upwards of 4 weeks to complete.

### **Where can I get additional help if I have questions about 10DLC registration?**

The Clerk Chat App will keep you updated within the app. If the application is still pending, you will see an hourglass icon next to "Settings". When complete, the icons will disappear, and the "Company Registration" menu will show your submission as complete. If your application is denied, the red x icon will reappear next to "Settings". If denied, you can resubmit. Please open a support ticket if additional assistance is needed.

### **What if I do not want to submit my information or register my company?**

Users will be unable to send outbound messages until 10DLC Brand Registration is completed. This service will not work.

### **Once registered, can I send any text I want?**

Once your company is registered, it still must comply with general rules around SMS messaging. SMS is a highly regulated channel and is subject to stringent regulations and carrier requirements. Certain message content is prohibited and wireless carriers will reject SMS and MMS messages containing prohibited content by default. Some of these topics include high-risk financial services, illegal substances, and hate speech. This list is not exhaustive, and should not be construed as legal advice. If in doubt, please consult with your legal counsel to make sure that your SMS program and message content comply with applicable laws.

### **How do I get started with 10DLC registration?**

Within the Clerk Chat app, a workspace owner or admin can navigate to **Settings** and select **"Company Registration"**. A short sequence of prompts will then provide guidance through the process.