**SMS Marketing Carrier Compliance Best Practices**

**Mandatory Guidelines for Mobile Marketers and White Label Platform Users**

All website/blog pages including social networking sites like facebook, Twitter, foursquare,Google Plus and even MySpace; this also includes YouTube, Vimeo or any video sharing site with video descriptions or titles displaying advertisements or call to actions asking a person to text a keyword to a short code must be compliant by following these guidelines.

Any website or online presence as described above displaying a text call to action (i.e. text ANCHOR to 94932) must display the following:

**Online Privacy Policy Link and Terms of Service link**

*A new page on your website will need to be created displaying the information below. There is a link in the third bullet giving you an example of what one of Anchor’s pages looks like. This link will need to be displayed on all pages containing a text call to action. This must be displayed above the fold based upon a screen resolution of 1024x768 to be compliant with new standards.*

* **Privacy Policy:**
	+ PRIVACY POLICY: White Label URL here and its affiliates are committed to protecting you and your family's privacy when you visit any of our Websites. We do not knowingly collect and keep any of your personal information unless you volunteer it and are 13 years of age or older. In addition, we do not knowingly collect and keep personal information from children under the age of 13 without parental consent.
* **Terms of Service:**
	+ Operator fees may apply for receiving text messages. We do not reverse-bill the recipient of the text messages. You must be 18 years or older or have permission from a parent/guardian to participate in any campaign. White Label URL here solely provides marketing services for participating companies and takes no legal or any other responsibility for services and promotions offered or messages sent to customers. MSG&Data rates may apply. Text STOP to SC# HERE to be removed from any marketing list and end subscription. Text HELP to SC# HERE for help, send email to White Label Support Email Here or call White Label Support TOLL FREE # Here
* This is an example of one of our privacy policy and TOS pages:
	+ <http://www.anchormobile.net/CSC94932TermsConditions/tabid/1160/Default.aspx>

**Individual Call to Actions**

*If you are advertising through the Internet or print, radio, billboards or television you must display or advise the customer of the following.*

* Message and Data Rates May Apply. You may opt out at any time by sending STOP to SC# HERE. Supported carriers: AT&T Mobility, Sprint, Nextel, T-Mobile, Verizon Wireless, Alltell, Virgin, US Cellular, Boost and Cellular One. For help or information text HELP to SC# HERE
	+ **On the Internet:**
		- must be directly above or directly below ANY text message call to action
		- needs to be 12 point font and **STOP** and **HELP** should be bold.
	+ **In print:**
		- must be directly above or directly below ANY text message call to action
		- needs to be 12 point font and **STOP** and **HELP** should be bold.
	+ **On Radio:**
		- This must be said during advertisement:
			* Message and Data Rates May Apply.
	+ **On Television**
		- must be directly above or directly below ANY text message call to action
		- needs to be 12 point font and **STOP** and **HELP** should be bold.
	+ **On billboards:**
		- must be directly above or directly below ANY text message call to action

**EMERGENCY PROGRAM DISCLAIMER**

* A specific disclaimer is now required for emergency programs. The term “emergency” applies to all time-sensitive alerts in which an end user is notified of “emergency” situations or the end user sends a text to report an issue or a crisis. Examples of this include crisis chat, reporting an incident, and campus emergency alerts.

The following disclaimer is required in the advertising for these types of programs:

* *“Alerts sent via SMS may not be delivered to you if your phone is not in range of a transmission site, or if sufficient network capacity is not available at a particular time. Even within a coverage area, factors beyond the control of your wireless carrier may interfere with message delivery, including the customer's equipment, terrain, proximity to buildings, foliage, and weather. You acknowledge that urgent alerts may not be timely received and that your wireless carrier does not guarantee that alerts will be delivered.”*

*\* This is not a legal document and Anchor Mobile are not attorneys.*

*Please reference FCC TCPA Law here for updates* <http://transition.fcc.gov/cgb/policy/TCPA-Rules.pdf>

Please reference Mobile Marketing Association SMS Best Practices here for updates

<http://www.mmaglobal.com/bestpractice>

Please reference your aggregator and/or individual mobile carriers for carrier level compliance changes and regulations