

# SMS REGISTRATION INSTRUCTIONS



Beginning in 2023, all businesses who want to send SMS and MMS messages to consumers are required to comply with new regulations. Below are some guidelines that you'll need to follow to ensure you get approved as expeditiously as possible and can begin sending SMS to your leads and customers from Builder Prime.

Please note that approval takes around 2 weeks or more (if the instructions below are not followed). These steps will help ensure that your request can be approved on the first attempt. **PLEASE READ CAREFULLY!**

## 01 Update Website Privacy Policy

- ✓ The Privacy Policy on your website must be clear that a customer's Personal Identifiable Information (or PII) will not be shared or sold to 3rd parties for the purpose of marketing. **Not having a privacy policy that states this will result in the rejection of your campaign request.**
- ✓ We **HIGHLY** recommend having the exact verbiage below included in your privacy policy in order to ensure compliance with this point:

**No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.**

## 02 Add Opt-In Message

- ✓ You must ensure that EVERY form on your website that collects a phone number has the following opt-in message above the submit button:

**By submitting this form, you agree to *COMPANYNAME*'s Privacy Policy. You consent to receive phone calls and SMS messages from *COMPANYNAME* to provide updates on your order, respond to inquiries, and send promotional or marketing content. Message frequency depends on your activity. You may opt out at any time by texting "STOP". Reply "HELP" for more information. Message and data rates may apply.**

- ✓ Replace *COMPANYNAME* with your actual company name in the above statement.
- ✓ Make sure that the text that says 'Privacy Policy' is hyperlinked to your actual privacy policy on your website.

## 03 Complete Registration Form

- ✓ Complete the registration form in Builder Prime in **Admin > Integrations > SMS**