

Below is a brief highlight of messaging principles and best practices.
For the full documentation, [please refer directly to the CTIA guidelines](#) [PDF].

Types of Messaging Content & Associated Consent Principles:

- 1. Conversational** messaging is a back-and-forth conversation that takes place via text. If a Consumer texts You first and You respond quickly with a single message, then it is likely conversational. If the Consumer initiates the conversation and You simply respond, then no additional permission is expected.
Conversational messaging requires an **implied consent**. If the Consumer initiates the text message exchange and You only respond to each Consumer with relevant information, then no verbal or written permission is expected.
- 2. Informational** messaging is when a Consumer gives their phone number to You and asks to be contacted in the future. Appointment reminders, welcome texts, and alerts fall into this category because the first text sent by You fulfills the Consumer's request. A Consumer needs to agree to receive texts for a specific informational purpose when they give You their mobile number.
Informational messaging requires **expressed consent**. The Consumer should give express permission before You send them a text message. Consumers may give permission over text, on a form, on a website, or verbally. Consumers may also give written permission.
- 3. Promotional** messaging is a message sent that contains a sales or marketing promotion. Adding a call-to-action (e.g. a coupon code to an informational text) may place the message in the promotional category. Before You send promotional messages, the Consumer should agree in writing to receive promotional texts. If You have already asked Consumers to sign forms or submit contact information, You can add a field to capture the Consumer's consent.
Promotional messaging requires **expressed written consent**. The Consumer should give expressed written permission before You send them a text message. Consumers may sign a form, check a box online, or otherwise provide consent to receive promotional text messages.

End User Subscriber Information:

_____	_____
Title	Print Name
_____	_____
Company	Contact Number

Address	

Business Type	Messaging Content Type

Use Case	Opt-in Method

Date YYYY/MM/DD	Signature