

# 10DLC Compliance Registration Quick Reference Guide



## WHAT IS 10DLC COMPLIANCE?

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. It was designed to improve message reliability and reduce spam in business-to-consumer (B2C) texting.

In order to send and receive SMS messages, your business must register and meet specific criteria.

**IMPORTANT:** All businesses must register their 10DLC Campaign. Even if you were previously approved for a campaign, you must re-register under the new guidelines. You may experience some downtime as you will not be able to send messages until the campaign has been approved. This takes approximately two weeks.

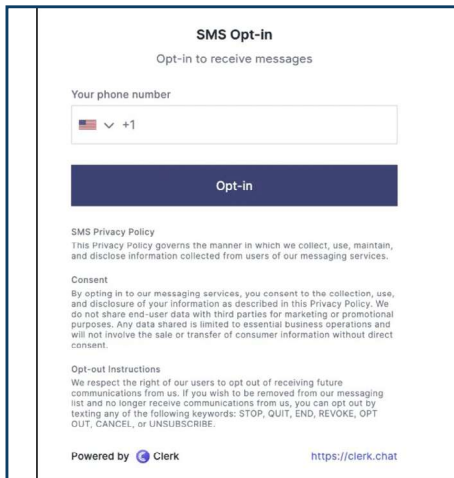
## GETTING STARTED

You must be the Workspace Owner to complete the registration. To begin the registration process, open Clerk Chat. There will be an alert banner at the top to access the registration page.

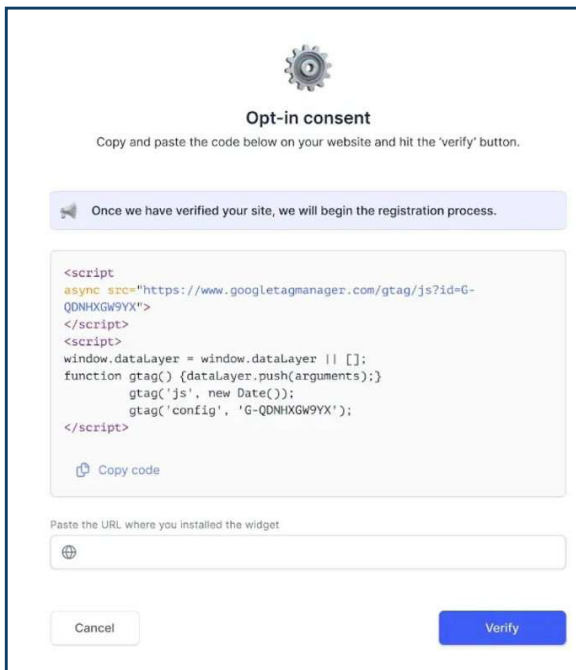
- + Click on the alert banner on the top of the screen.
- + Complete your company details and when finished click **Next**.

The screenshot shows the 'Brand Registration' page in the Northland interface. The page is titled 'Brand Registration' and includes the subtitle 'Legal compliance information about your brand'. A sidebar on the left contains navigation options: Account (Profile, Out of Office), Workspace (Team Info, Brand Registration, Members & Groups, Integrations, AI Agents, Phone Numbers, Opt-Out Message), and Data (Logs, Blacklist & Opt-Out, Billing, API Key, Clerk Widget). The main content area features a 'Company details' section with a briefcase icon and the instruction 'Please update your company information below'. The form includes the following fields: Legal company name, Vertical type (dropdown), Contact phone, Contact email, Address, City, Country (dropdown), State / Province (dropdown), ZIP / Postal Code, Organization legal form (dropdown), and EIN. A blue 'Next' button is located at the bottom right of the form.

- + The widget that appears as shown in the screen shot below will need to be added to your company website. This is for the purpose of displaying the privacy policy. This also serves as an optional method for customers to sign up for SMS messaging.



- + The code for the widget is found on the next screen as shown in the screen shot below. Copy and paste it to add to your website.
- + Once it is added to the company website, provide the link and click **Verify**.



For more information regarding 10DLC Compliance and Registration, access the link below:

[10DLC Compliance & Brand Registration](#)