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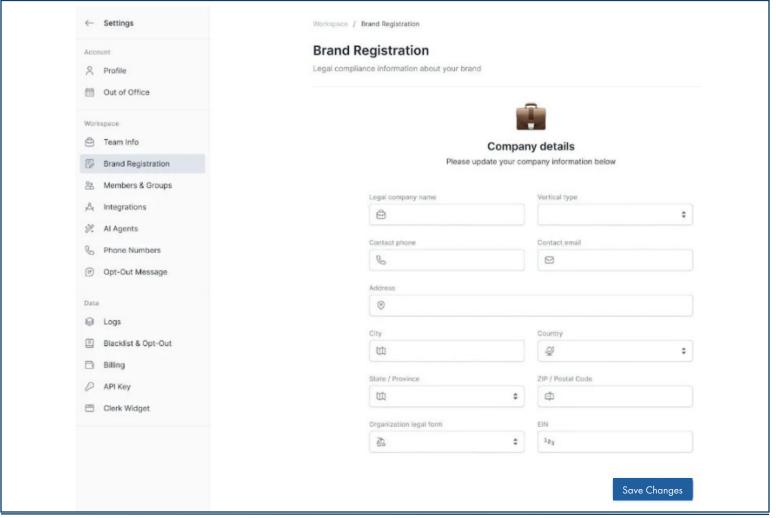
In order to send and receive SMS messages, your business must register and meet specific criteria.

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 **Save Changes**.

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Dial 4357 (HELP) or 315-671-6262 to speak to a Northland Representative

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OPT OUT COMPLIANCE

The 10DLC (10-Digit Long Code) compliance requirements mandate that SMS/MMS senders must include an opt-out option in their initial message to ensure recipients can easily unsubscribe from further communications. This regulation is designed to protect consumers and enhance transparency in business messaging.

Key requirements include:
+ Clear Opt-Out Language: Messages must inform recipients that they can opt out by replying with keywords such as "**STOP**" or "**UNSUBSCRIBE**."
+ Immediate Processing: Opt-out requests must be honored promptly, preventing further messages from being sent to that recipient.
+ Confirmation Message: After opting out, the recipient should receive a final confirmation message stating they have been unsubscribed and will no longer receive messages.

Failure to comply with this requirement can result in message filtering, fines, or suspension of SMS campaigns.

To streamline and standardize your user/end-user experience you may choose to create a template in the Clerk Chat app for this call to action.
You can refer to the Clerk Chat Quick Reference Guide at **Northland University** for how to create the template.
Key Details:

+ Template management is available to all role levels within your organization.
+ By default, newly created templates are visible organization-wide and cannot be locked for editing.
+ Selecting the "Personal" checkbox on the template screen restricts visibility to the individual user.
+ The initial call-to-action message must be manually sent by the initiator of the communication to end users.
+ If an end user opts out, automation within your Clerk Chat platform automatically updates their status to "Opt-Out" and prevents any future messages from being sent. You can view your organization's complete Opt-Out list from the Contacts screen.

We have provided a sample of this initial message below. This is meant to be used as a guide and should be edited to your organizations specific purpose of communication to your end-users.

Hello, this is [Company Name] reaching out to [Purpose of communication] To opt-out at any time please reply **STOP.**

Sample call to action:
"Hello, this is Northland Communications. By providing your contact information, you have agreed to receive communication that may include discussion of your account, billing notifications, product communications, and order/ticketing status updates. To opt out at any time, please reply STOP."

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

10DLC Compliance & Brand Registration

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