10DLC Registration
What You Need to Provide to Northland

When a Northland Customer Support Representative contacts you, they will need the following information to help provide a smooth 10DLC Registration:

+ Legal Company Name
+ This must match the entry for your Tax Number exactly.
+ Your company name in Northland's system will not be effected unless you instruct us otherwise
IMPORTANT: If you have multiple entities under one customer name, they will each need their own brand. Each entity should have dedicated tax ID numbers.

+ Email address
+ This must include the brand's domain

+ Be sure your phone number is present on your website

+ Campaign Description
Messages aimed at customers of a [Insert nature of business (Doctor, Technology, Retail, etc.)] office/company. Appointment reminders, online bill payment, and 2-way conversations.
+ Tell the intended purpose of the overall messages. Your description should answer the questions:
  Who you are?
  Who do you want to reach?
  Why are you sending out messages?

+ Message Flow
Customers opt-in by providing their phone number. They then check a box agreeing to receive text messages.
+ You are required to provide a clear, concise, and conspicuous description of how an end user signs up to receive messages.
+ Opt-in must be 1 to 1, cannot be shared with third parties and cannot be implied. It also cannot be obscured within the terms and conditions and/or other agreements.
Examples of how to get users to opt in:
+ Entering a phone number through a website. Customers opt-in by visiting your website and adding their phone number. They then check a box agreeing to receive text messages from your brand.
+ Click a button on a mobile webpage.
+ Sending a message from the consumer's mobile device that contains an advertising keyword, for example: "Consumers opt-in by texting START to (123)456-7777".
IMPORTANT: If consumers can opt in by texting a keyword, the response should include the brand name, confirmation of opt-in enrollment to a recurring message campaign, how to get help, and a clear description of how to opt out.
+ Initiating the text message exchange in which the message sender replies to the consumer only with responsive information.
+ Signing up at a point-of-sale (POS) or other message sender on-site location.

+ Sample Message
+ You must display messages that are unique and provide examples of content you may send so it can be determined what the interaction may look like. The sample messages should align with the overall campaign description.
+ Ideally, it should identify who is sending the message (a brand name or sender name), meaning it should not be a generic description along with generic sample messages where the use case can't be determined without additional research.
+ Make sure at least one sample message has Opt-Out language.
Sample Message:
"Hello John Doe, this is a reminder about your appointment with the Dr. on April 2nd, 2022 at 10:00 AM. Please reply YES to confirm your attendance or NO if you are not able to make it. Let us know when you would like to reschedule your appointment."

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