# ITERABLE

# U.S. & Canada Short Codes Checklist

This checklist is designed to guide you through the end-to-end setup of **Short Codes for Application-to-Person (A2P) messaging in the United States and Canada.** It outlines the required steps, carrier expectations, and best practices for preparing your website and legal assets, configuring mandatory message flows, and submitting a compliant Short Code application.

Short Codes are **subject to strict carrier review and approval** and are intended for high-volume or business-critical messaging programs. Completing each phase of this checklist is required to ensure compliance, protect deliverability, and avoid application delays or rejections in both the U.S. and Canada.
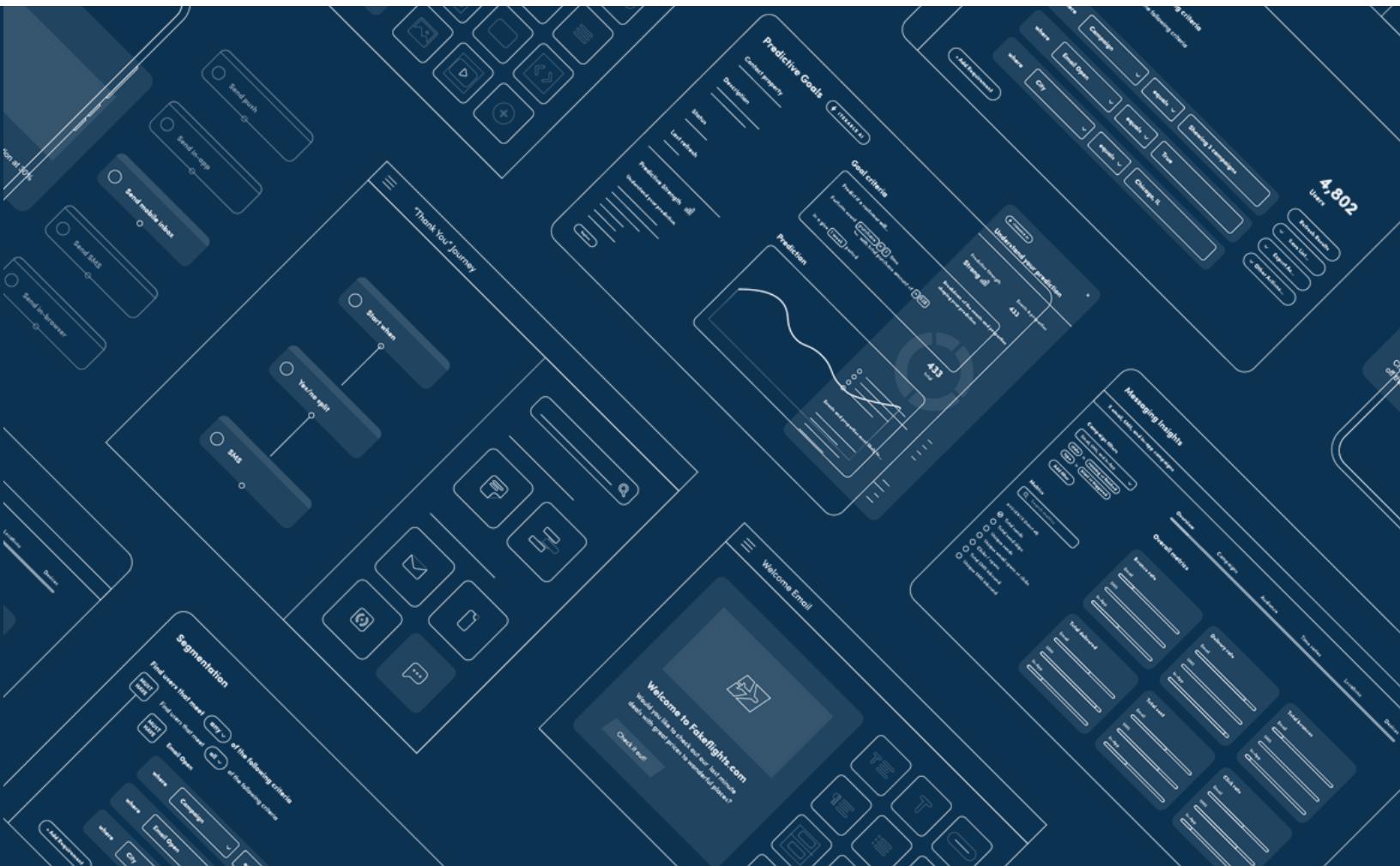
# PHASE 1: PRE-APPLICATION READINESS (WEBSITE & LEGAL)

Before submitting your application, your public-facing website, Terms of Service, and Privacy Policy must be live and fully compliant. If application approval is necessary for updates to the Terms of Use and Privacy Policy, the full mock-up must be provided.

☐ **Website & Call-to-Action (CTA)**
Your opt-in mechanism (e.g., the page where users enter their phone number) must be clear and compliant.

- **Program Identification:** Clearly display the name of your messaging program. Consent is 1:1 and applies only to one brand.
- **Program Description:** Describe the types of messages users will receive (e.g., "marketing alerts," "appointment reminders.")
- **Message Frequency:** State how often messages will be sent. Be specific (e.g., "1 message per week," "Message frequency varies," "Cart reminders are user-triggered.")
- **"Message and Data Rates May Apply" Disclosure:** This exact phrase must be visible at the point of opt-in.
- **Customer Care Contact:** Provide a clear help channel (phone number or email).
- **Opt-Out Instructions:** Display clear opt-out instructions, such as "Reply STOP to cancel."
- **Links to Terms and Policies:** Include prominent links to your SMS Terms of Service and Privacy Policy. Your Terms of Service should link to your Privacy Policy.
- **Standalone Opt-In:** SMS opt-in must be separate from other consents (e.g., unrelated terms, email opt-ins). Marketing and transactional use cases must have their own separate check boxes.
- **Optional Consent:** Make it explicitly clear that SMS consent is optional and not required for purchase.
- **Unchecked Checkbox:** The opt-in checkbox must be unchecked by default.
- **All Disclaimers on One Page:** All required disclosures must appear on the same page as the opt-in—not hidden behind links.
- **Make your SMS opt-in pop-up accessible:** While ADA compliance applies to all websites open to the public (not just those with physical locations), ensure your mobile number collection pop-up follows WCAG 2.1 Level AA standards, including keyboard navigation, screen reader compatibility, clear form labels, and allows users to close it with the Esc key.

☐ **SMS Terms of Service (TOS)**
Your SMS-specific TOS should be easy to find and understand.

- **Program Name & Description:** Include the program name and a description of the messages sent.
- **Frequency Disclosure:** Ensure the frequency stated matches the CTA.
- **"Message and Data Rates May Apply" Clause:** Include this standard disclosure.
- **Customer Care & HELP Instructions:** Provide HELP keyword instructions, along with a customer care phone number or email address.
- **STOP Instructions:** Clearly explain how to opt out using the STOP keyword.
- **"Carriers Not Liable" Clause:** You must include the disclosure: *"Carriers are not liable for delayed or undelivered messages."*
- **No User Liability for Number Changes:** The terms must not suggest a user is liable for messages if they change their phone number and fail to opt out.
- **Short Code Centric:** The terms should be specific to the Short Code messaging program and not bundled with terms for email or other communication methods.

- ☐ **Privacy Policy**
  - **No Sharing/Selling of PII for Marketing:** Your policy must not state that you share, sell, or rent Personally Identifiable Information (PII) with third parties for their own marketing purposes.
  - **Explicit Exclusion for SMS Data:** It is strongly recommended to include a clause that explicitly excludes SMS opt-in data from being shared. Suggested language:
    - *"All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties, excluding aggregators and providers of the Text Message services."*

# PHASE 2: MANDATORY MESSAGE FLOWS & KEYWORD RESPONSES

You must have automated responses for the following keywords and actions. These must be active and functional for your application to be approved.

- ☐ **Opt-In Confirmation Message**
  An initial message must be sent immediately after a user subscribes to a *recurring* message program. Keep opt-in messages under 160 characters to avoid multi-part SMS.

  - **Content Must Include:**
    - Program name
    - Message frequency
    - "*Message and data rates may apply*" disclosure
    - Instructions on how to get help (e.g., "*Reply HELP for help*")
    - Instructions on how to opt out (e.g., "*Reply STOP to cancel*")

- ☐ **HELP Keyword Response**
  Your Short Code must respond to the HELP keyword at all times, even to users who are not subscribed.

  - **Content Must Include:**
    - Program name
    - Customer support contact information (a toll-free number or email address is required)
    - Opt-out instructions (*"Reply STOP to cancel"*)
    - Fee disclosure (*"Msg&data rates may apply"*)
  - *Example:* [Program Name]: Help at support@example.com or call 1-800-555-1234. Msg&data rates may apply. Reply STOP to cancel.

- ☐ **STOP Keyword Response**
  Your Short Code must respond to the STOP keyword at all times and opt users out of recurring campaigns.

  - **Content Must Include:**
    - Program name
    - Confirmation that the user has been unsubscribed and will no longer receive messages
      - *Example:* [Program Name]: You are unsubscribed. No more messages will be sent. Reply HELP for help.

# PHASE 3: SPECIAL USE CASES & COUNTRY-SPECIFIC RULES

☐ **Use Case Compliance**

- **Age-Gated Content (21+):** If your content is for users 21 and over (e.g., alcohol-related), you must implement a double opt-in process that includes an age gate.
- **Abandoned Cart Reminders:**
  - This use case must be explicitly mentioned in your program description at opt-in.
  - You must disclose how cart reminders are triggered (e.g., via cookies).
  - Only **one** reminder message may be sent per shopping event.
  - A double opt-in process is required in the U.S.
- **Multiple Use Cases:** If you have multiple distinct message types (e.g., marketing alerts and shipping notifications) on one Short Code, each requires a separate opt-in (e.g., separate checkboxes).
- **SHAFT Content:** Your program must not contain Sex, Hate, Alcohol, Firearms, or Tobacco content (some exceptions for alcohol apply with proper age-gating).

☐ **Canada-Specific Requirements**

- **Double Opt-In:** For any sign-up that does not occur on a mobile device (e.g., a website form), a double opt-in is mandatory in Canada.
- **French Language Keywords:** You must support and respond to French keywords in addition to English ones. The response must be in the language of the keyword sent.
  - STOP -> ARRET
  - HELP -> AIDE
- **CTA design:** CTAs should not contain language or tools that convey urgency (i.e., countdown clocks)
- **Registration process:** Complete the CWTA application in addition to your Twilio application.

# PHASE 4: APPLICATION & ITERABLE PLATFORM SETUP

☐ **Final Application Checks**

- **Confirm Live Assets:** I confirm that the website, CTA, SMS Terms, and Privacy Policy are all live and updated with the compliant information above.
- **Short Code Migration:** If migrating an existing Short Code, provide a migration letter authorizing the transfer to your provider (e.g., Twilio).

☐ **Iterable Project Configuration**

- **Create Sender Profile:** Iterable will set this sender up for you.
- **Configure Message Channel:** Create a dedicated Message Channel for the Short Code. This allows you to set channel-specific sending rules and track performance.
- **[Build Double Opt-In Workflow](#)**
- **TEST CODE BEFORE LIVE SENDS**
  - Test all keywords from opt-in, help, and opt-out. Confirm if you want to add any additional keywords that might not have been in the original application.