

International Short Code Carrier Approval Form (CAF)

Complete the International Short Code CAF to send two-way text messages.

See [SMS carrier approval process, forms, and examples](#) for details.

CONTENT PROVIDER INFORMATION

Company name	
Customer contact name	
Address	
Email address	
Contact phone number	

SHORT CODE DETAILS

Step 1 In what country do you want short code assigned? (e.g. United Kingdom)	
Step 2 Select a short code type (choose one)	Dedicated
	Shared code
Step 3 Free to End User (check box)	



ACTION CATEGORY

Select one	New program:
	Transfer code: (only for dedicated short codes)
	Other: (Please specify)

SERVICE TYPE

Select one	Promotional: (discounts, offers, etc.)
	Transactional: (account alerts, OTP, etc.)
	Other: (Please specify)
Message volume	

PROGRAM OVERVIEW

Program name	
Program description	
Promoted brands on code, if applicable If your company has multiple brands using this code, list them here.	



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Custom originator ID (optional)

This is a friendly name that appears in the recipient's mobile device. Your organization may have multiple custom originator IDs.

Important: Recipients cannot reply to the custom originator ID. They must reply to the code, which must be included in the message.

Call to action (Opt-In)

Describe how your customers will qualify to receive your SMS text messages.

Message content

Provide a sample of the mobile message that mobile customers will receive when they opt-in.

Sample MT

Provide a sample of the outgoing content your mobile consumers will receive.

Opt-Out MT

Provide a sample of the opt-out message consumers will receive when they opt out.

Help MT

Provide a sample for what your consumers will receive when they text the keyword "HELP".

Note: Messages must contain your company email address, website URL, or contact number.



END USER CUSTOMER SUPPORT

Toll free helpline	
Company email address	
Web address (URL)	
SMS Terms & Conditions location page (URL)	

Note: The toll free helpline is not always required. However, if the helpline is not provided, then the company must provide a company email address.

