**acoustic**

# US Short Code Carrier Approval Form (CAF)

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

See <u>SMS Approval CAF Forms and Examples</u> for details.

## CONTENT PROVIDER INFORMATION

| | |
|---|---|
| **Company name** | |
| **Customer contact name** | |
| **Address** | |
| **Email address** | |
| **Contact phone number** | |

## SHORT CODE DETAILS

| | |
|---|---|
| **Random vanity**<br>List 3 codes below in order of preference. Select one short code types. | |
| | **Preference 1:** |
| | **Preference 2:** |
| | **Preference 3:** |
| **Free to End User**<br>(check box) | |
| **Message volume** | |

## PROGRAM OVERVIEW

| | |
|---|---|
| **Program name** | |
| **Program description** | |
| **Promoted brands on code, if applicable**<br>If your company has multiple brands using this code, list them here. | |
| **Call to action (Opt-In)**<br>Describe how your customers will qualify to receive your SMS text messages. | |
| **Welcome message content**<br>Provide a sample of the mobile message that mobile customers will receive when they opt in. | |
| **Sample MT**<br>Provide a sample of the outgoing content your mobile consumers will receive. | |
| **Opt-Out MT**<br>Provide a sample of the opt-out message consumers will receive when they opt out. | |
| **Help MT**<br>Provide a sample for what your consumers will receive when they text the keyword "HELP".<br><br>**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.