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International Long Code Carrier Approval Form (CAF)

Complete the International Long 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	

LONG CODE DETAILS

In what country do you want your long code assigned? (e.g. United Kingdom)	**Country:**
	Country:
	Country:

ACTION CATEGORY

Select one	New program:
	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.

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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.