**Toll-Free Number Application Form for Canada and United States of America**

**1.4.1**

# **Overview**

This form requires information for the provisioning of your Toll-Free Number (TFN). Please ensure that your responses are as accurate as possible. Once completed, we’ll submit it to the relevant carriers.

Please note that you must adhere to current carrier guidelines. For migrations or new submissions, carriers will review the content of your website and/or message flow and may require you to make updates.

**Process**

1. Complete this application form.
2. Gather the following additional material required to indicate your opt-in processes:
   1. Website opt-in: Screenshots of web form where the client adds number and agrees to receive messaging.
   2. Website posting (support): Indicate where the number is advertised and where the customer finds the number to text in.
   3. Keyword/QR code opt-in: Indicate where the customer finds the keyword to opt in to these messages. Provide photos or screenshots for verification.
   4. Voice/IVR opt-in: Provide a screenshot/recording of opt-in via voice in clients’ database/CRM. (i.e., a check box on their CRM indicating that the customer opted in and the date).
   5. 2FA/OTP: Provide screenshots of the process to receive the initial text.
   6. Paper form (customer/employee): Upload a photo of the form.
3. Email the completed application form, including any additional material relating to the opt-in processes, to [toll.free@clickatell.com](mailto:toll.free@clickatell.com).

**Please note: *\* indicates a required field***

# **Clickatell Account Details**

Enter your Clickatell account details to which this Toll-Free Number must be configured and enabled:

(Enter “I don’t know” if you are unsure – this is required before the number can be assigned.)

|  |  |
| --- | --- |
| **Clickatell Platform Utilized\*** |  |
| **User Number/User Name/ Account Number\*** |  |
| **API ID (if applicable)** |  |

# **Form to complete**

Please fill out the following form. If any required fields are missing, we will not be able to process your request.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Required** | | | | | |  |
| **1) Messaging Provider** |  | | | | | |  |
| **2) Business Name** |  | | | | | |  |
| **3) Business Registered Address** | **Address:** | **City:** | | **State:** | | | **Zip:** |
| **4) Business Contact** | **First:** | | | **Last:** | | |  |
| **5) Business Contact Information** | **Email:** | | | **Phone:** | | |  |
| **6) Phone Number for Verification** |  | | | | | |  |
| **7) Corporate Website URL** |  | | | | | |  |
| **8) Summarize the use case** |  | | | | | |  |
| **9) How will handsets be opting in to the SMS program?** |  | | | | | |  |
| **10) Will the text messages be advertising/ promoting a product or service?** | * Yes | | * No | | | * Unsure | |
| **11) Was this traffic previously on another messaging service?** | New to Messaging | | Short Code | | | Long Number | |
| **12) Please provide sample message content for this campaign.** |  | | | | | | |
| **13) Is this traffic expected to primarily terminate to Canadian handsets?** | Yes | | | | No | | |
| **14) Where is the number published?** |  | | | | | | |
| **15) Fortune 500 or 1000 company?** |  | | | | | | |
| **16) Call-to-actions (in the messaging).** | **URLs:** | | | | **Numbers:** | | |

# **Anticipated volumes**

Are you anticipating the SMS traffic volumes being more than the following amounts?  
2000 message/day OR 12,000 messages/week OR 25,000 messages/month

|  |  |
| --- | --- |
| **Yes – we’ll send more than these amounts** |  |
| **No – we will not send more that these amounts** |  |

# **Are there existing Toll-Free Numbers to be text-message enabled?\***

|  |  |
| --- | --- |
| **Existing Toll-Free Numbers?** |  |

If “Yes”, please complete [Appendix A](#_Appendix_A:_Letter) ( “Letter Of Authorization”) enabling you to move your existing number under Clickatell’s management.

# **Compliance Statements**

You must support the actions as stated below for each of the keywords when sent to your Toll-Free Number:

|  |  |
| --- | --- |
| **Keyword** | **Action** |
| **STOP** | Remove this number from your subscription list. |
| **UNSTOP** | You may add this number back to your subscription list. |

**I understand these actions and have a process (manual or automatic) to handle these keywords\***

|  |
| --- |
| **There are serious implications for sending prohibited content using your Toll-Free Number, including the number being blacklisted by the mobile network operators. Please familiarize yourself with the Content Restrictions in** [**Appendix B**](#_Appendix_B:_Content) **and** [**Appendix C**](#_Appendix_C:_Content)**.** |

**I have read and agreed with the compliance usage policies and laws as per** [**Appendix B**](#_Appendix_B:_Content) **and** [**Appendix C**](#_Appendix_C:_Content)**\***

# **Authorized signature for Toll-Free Number application and compliance statements**

**Signature\*:**

**Name\*:**

**Date\*:**

# **Appendix A: Letter of Authorization (LOA)**

**As the end-user subscriber or the authorized representative of an end-user subscriber of certain toll-free service numbers, I authorize Clickatell to text-enable toll-free service numbers listed in this document.**

|  |  |
| --- | --- |
| **Contact First Name\*** |  |
| **Contact Last Name\*** |  |
| **Business Name\* (if the service is in your company’s name)** |  |
| **Address (service address on file with your current carrier)** | |
| **Street Address \*** |  |
| **City\*** |  |
| **State\*** |  |
| **Zip\*** |  |

## Customer Telephone Numbers

Enter the number(s) below with their current service provider(s).

|  |  |  |  |
| --- | --- | --- | --- |
| **Number 1** |  | **Service Provider** |  |
| **Number 2** |  | **Service Provider** |  |
| **Number 3** |  | **Service Provider** |  |
| **Number 4** |  | **Service Provider** |  |
| **Number 5** |  | **Service Provider** |  |

## Authorized Signature

**Signature\* :**

**Name\*:**

**Date\*:**

# **Appendix B: Content restrictions for USA**

Prohibited Campaigns

* Loan advertisements, with the exception of messages from direct lenders for secured loans.
* Credit repair.
* Debt relief.
* Work from home, “secret shopper”, and similar advertising campaigns.
* Lead generation campaigns that indicate the sharing of collected information with third parties.

Prohibited Messaging

* Message content that deceives or threatens consumers.
* Message streams that result in excessive complaints or STOP commands typically indicate an unwanted message campaign and will not be allowed to continue.
* Phishing.
* Fraud or scams.
* Deceptive marketing.
* Distribution or malware or app downloads from non-secure locations.
* Loan, debt consolidation, debt relief, and student loan programs from any enterprise that is not able to grant loans itself. Affiliate lead generation for these financial programs are prohibited.
* Affiliate marketing programs that seek to obtain opt-in subscriber lists.
* Affiliate lead and/or commission generation.
* Gambling traffic.
* All traffic related to cannabis is strictly forbidden.
* Forbidden topics are alcohol, tobacco, firearms, and adult content.

## Other

Words to watch out for that could raise suspicions are *win, lottery, bet, bingo, congratulations, loan, credit, free, prize, political figure names, carrier names,* [bit.ly](https://protect-za.mimecast.com/s/utcyC8qALpIqP2wC1meTl?domain=bit.ly) links, etc.

# **Appendix C: Content restrictions for Canada**

## Prohibited Campaigns

* Loan advertisements, with the exception of messages from direct lenders for secured loans.
* Credit repair.
* Debt relief.
* Work from home, “secret shopper”, and similar advertising campaigns.
* Lead generation campaigns that indicate the sharing of collected information with third parties.

## Prohibited Messaging

* Message content that deceives or threatens consumers.
* Message streams that result in excessive complaints or STOP commands typically indicate an unwanted message campaign and will not be allowed to continue.
* Phishing.
* Fraud or scams.
* Deceptive marketing.
* Distribution or malware or app downloads from non-secure locations.
* Loan, debt consolidation, debt relief, and student loan programs from any enterprise that is not able to grant loans itself. Affiliate lead generation for these financial programs are prohibited.
* Affiliate marketing programs that seek to obtain opt-in subscriber lists.
* Affiliate lead and/or commission generation.
* Gambling traffic.
* All traffic related to cannabis is strictly forbidden.
* Forbidden topics are alcohol, tobacco, firearms, and adult content.

DND is enabled.

Opt-out wording is mandatory. Proper opt-in and opt-out must be in place for terminating promo traffic before being able to submit messages toward Canada.