



BETTER MESSAGING

# campaign registry

## Sole Proprietor Policy

(Updated on 9/29/2023)

The Sole Proprietor (SP) use case is designed to allow sole proprietors without an EIN to be able to register and send A2P 10DLC messaging. It is not intended as a low volume use case alternative to the existing verified sending categories for normal businesses that have EINs.

As such, the data that should be entered should refer to the sole proprietor brand that will be originating the messaging. It should NOT be data for the ISV, CSP, etc. It should represent the actual SP brand information so that the carriers have a clear record of who is originating traffic on their networks.

Main requirements are:

- One campaign allowed per Brand, with a maximum of 1 associated Telephone Number (TN) - enforced starting Nov 3rd 2022
- If the campaign originates from an ISV, the ISV must be selected as the campaign 'Reseller'
- 1000 msg/day limit\* (T-Mobile) and 15msg/minute limit\* (AT&T)per Campaign - CSP to enforce daily limits \*prone to carrier change by Nov 3, 2022
- Passing a two step validation process : 1st - data, 2nd- OTP phone (detailed on pages 3,4) - enforced starting January 12th 2023
- Mandatory monthly reporting to TCR (detailed on pages 5,6)



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In order to register a SP brand the following information must be submitted during registration:

- Display Name: This should be the Brand Name of the SP business
- First Name: The first name of the owner of the SP Business
- Last Name: The last name of the owner of the SP Business
- Street: Street Address of the SP business
- City: City of the SP business
- State: State of the SP business
- Country: Country of the SP business
- Phone: The phone number of the SP Business
- Mobile phone: Mobile number used for OTP validation (details on page 3, starting Jan 12th 2023))
- Email: The email address of the SP Business
- Vertical: The business Vertical for the SP business (optional)
- Reference ID: CSP Unique Identifier/Reference ID for this brand so that it can be traced back

TCR will be reviewing submitted brands and campaigns on a regular basis. If SP brands do not appear to be properly registered, we will inform the CSP so that they can resolve the issue with the reseller or the Brands directly. It is the responsibility of the CSP to ensure that only Sole Proprietor brands are registered using this use case.

If TCR reports brands to the CSP in violation of the use case and they are not remedied within the communicated deadline (depending on the number of brands reported), TCR reserves the right to remove any non-compliant brands and related campaigns from the registry.

NOTE: TCR has Data Processing Agreements in place with all CSPs registered for SP registration. We are also ISO27001 certified for data security. While some of the data that is required would be considered Personally Identifiable Information (PII), the sharing and protection of that data is covered by the documents mentioned and is not considered sufficient cause for not submitting the information as requested.



## Data and OTP Validation

- A two steps validation process is needed to achieve a VERIFIED status (for SP entities “Verified” status indicates that data points are validated)
- Only entities with a VERIFIED status will be allowed to register campaigns.
- In step one, SP brands will need to pass a validation process (detailed below).  
Registration will not be accepted by TCR unless it passes data validation. This applies to brand registrations through portal and API (blocking & non-blocking).
- In step two, SP brands will need to pass a mobile OTP validation. Upon successful OTP validation, the brand will be assigned a VERIFIED status.
- Brand Data Validation Scope

| Field Name                                         | Validation Rules                                                                                                                                                                                                   | Possible error codes from data validation                                                                                 |
|----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| mobilePhone<br>(New!)                              | <ul style="list-style-type: none"><li>• Active US or Canadian wireless phone number</li><li>• Duplicate threshold limit of 3 SP brands to single mobile phone</li></ul>                                            | 501 Invalid parameter<br>550 - Duplicate threshold<br>551 - Unsupported phone number<br>552 - Unrecognized or expired OTP |
| email                                              | <ul style="list-style-type: none"><li>• Well formed email address</li><li>• Valid email domain</li><li>• No disposable email</li><li>• Duplicate threshold limit of 10 SP brands to single email address</li></ul> | 501 - Invalid parameter<br>550 - Duplicate threshold<br>553 - Unsupported email address                                   |
| street,<br>city, state,<br>postalCodes,<br>country | <ul style="list-style-type: none"><li>• Valid US or Canadian address</li><li>• Duplicate threshold limit of 10 SP brands to single address</li></ul>                                                               | 550 - Duplicate threshold<br>554 - Invalid street address<br>555 - Unsupported street address                             |
| displayName<br>(DBA Name)                          | <ul style="list-style-type: none"><li>• Passing obfuscation rule check</li></ul>                                                                                                                                   | 556 - Obfuscation check                                                                                                   |
| firstName,<br>lastName                             | <ul style="list-style-type: none"><li>• Passing obfuscation rule check</li></ul>                                                                                                                                   | 556 - Obfuscation check                                                                                                   |



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- OTP Validation of Brand mobile phone number
  - OTP validation can be triggered via CSP Portal or CSP API.
  - The OTP SMS is sent to the mobile phone number declared in the SP Brand record
  - Different OTP validation options will be available to accommodate User Experience
  - OTP validation is required after mobile phone number updates.
- Non-duplication Rules
  - OTP confirmed mobile number can be associated with a maximum of 3 SP brands - across all CSPs
  - Same email address can be associated with a maximum of 10 SP brands- across all CSPs
  - Same US or Canadian address can be associated with a maximum of 10 SP brands - across all CSPs
- Legacy Entries
  - All legacy SP brands will be subject to data validation and OTP validation checks stated above.



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## Reporting

1. Approved CSPs in The Campaign Registry (“TCR”) who have signed a Sole Proprietor Contract Amendment with TCR and desire to register and send traffic via Sole Proprietor campaign types are required to submit a monthly report to TCR. The report format is coordinated against requirements gathered from participating TCR Mobile Network Operators. (sample report [here](#))
2. Required Reports detailing Sole Proprietor (SP) message volume details:
  - a. TIMING: Due to TCR no later than 5pm Eastern Time on the 7<sup>th</sup> of each month. (The Due Date)
  - b. WHERE TO SEND: Reports shall be delivered to - [support@campaignregistry.com](mailto:support@campaignregistry.com) or via a secure AWS S3 Bucket upload which can be provided to you upon request
  - c. REPORT FORMAT: Reports shall include Sole Proprietor Brand/Campaign daily outbound traffic towards T-Mobile.
    - i. The name of the report MUST be in the following format to be accepted: SPR\_XXXXXXX\_MM\_YY.CSV, where
      1. XXXXXXXX is your CSP ID (replace the XXXXXXXX with your actual CSP ID)
      2. MM is the 2-digit month number (e.g. 05 for May, 06 for June)
      3. YY is the last two digits of the year (23 for 2023)
    - ii. Column A will be Brand ID
    - iii. Column B will be Campaign ID
    - iv. Column C will be the 10DLC number associated with the campaign (note that this is NOT the phone for the brand, but rather the 10DLC number on which the messaging is sent). If a 10DLC number has not been assigned yet, enter N/A.
    - v. Columns D-AI (as needed per month) are the day of the month (e.g., 9/30/2023) and the messaging volume for the SP campaign



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- for T-Mobile (this should not include messaging volume sent to other carriers) for that day (00:00:00 to 23:59:59 GMT)
- vi. Note that all SP Brands with an active Campaign MUST have a value for each day of the month. If no traffic has been sent for a particular day/campaign, there should be a zero for that day in the respective column. If your only campaigns are test campaigns, this still must be reported along with any traffic sent by these.
  - vii. If the campaign ends during the course of the month, please populate the remainder of the days of the month for that campaign with a '-' (hyphen) symbol so that we can confirm that the report is complete.
- d. INCOMPLETE REPORTS ARE REJECTED: Reports that are not provided in the correct format or delivered in the approved manner may be rejected.
  - e. EVERY MONTH (EVEN WITH NO TRAFFIC DATA): All CSPs that have registered to send SP messaging must send a report even if no traffic has been sent during the reporting period. A report stating no messaging must still be received to confirm that the CSP is compliant.
3. Any CSP that does not supply the required report by the due date will have their ability to register new SP brands or campaigns suspended and risk disablement of existing SP brands and campaigns according to the following:
- a. An email will be sent to the contact information on file for the CSP informing them of this action.
  - b. The CSP shall have 5 business days from the Due Date to remedy the missing report. (Remedy Period)
  - c. If they supply the required report within the Remedy Period, their ability to create new SP brands and campaigns will be restored within 2 business days of the report being confirmed as accepted.
    - i. If a CSP is repeatedly late in reporting, TCR may, in its sole discretion, decide to permanently disable them from SP sending.
  - d. If a late report is not delivered within the Remedy Period, TCR will disable any currently registered SP Brands and Campaigns. In order to have both existing brands and campaigns restored, as well as the ability to add new SP brands or campaigns enabled, the CSP will be required to submit a Root Cause Analysis (RCA) report detailing what prevented them from supplying the report



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previously and what specific actions they are taking to ensure that they will be compliant in the future. If TCR accepts the RCA, they will re-enable the SP functionality within 2 business days of the acceptance.