

The Campaign Registry Questionnaire

This TCR Questionnaire is required to support the registration of your campaign with the Campaign Registry (the “**TCR**”) in accordance with Application-to-Person (A2P) 10DLC regulatory requirements. A “**campaign**” refers to the specific use case(s) under which your company sends SMS messages to recipients (e.g., marketing, announcements, informational, or advisory messages).

The information provided in this TCR Questionnaire will be submitted by Global Relay’s Provisioning Team to the TCR through the applicable virtual number provider for review and approval prior to enabling SMS services through the GR App.

Detailed instructions on how to complete this TCR Questionnaire are available here: <https://community.globalrelay.com/help/s/article/Complying-with-A2P-Guidelines-USA> (the “**Questionnaire Guidelines**”).

Please direct any questions to and submit your completed TCR Questionnaire to provisioning@globalrelay.net.

The TCR requires the following information to support your company’s registration. Providing clear and complete responses will help ensure your campaign meets regulatory requirements and can be approved without delay.

1. Business Details

Provide your company’s business information. All of the below is required, unless otherwise stated.

Legal Business Name		Registered Brand Name	
Business Registration ID Type Select registration ID type: ☐ EIN (USA) ☐ Business Number (Canada)			Registration ID Number
Legal Business Address			
Number and Street	City	State / Province	ZIP / Postal Code
Business Type Select business type: ☐ Private Company ☐ Public Company ☐ Non-Profit Organization ☐ Government Organization ☐ Other (Please specify:)			
Stock Market Listing(s) (if applicable)		Ticker Symbol(s) (if applicable)	
Business Website Address			
Your website must be live, publicly accessible, and associated with your business. Websites under construction or behind passwords will be rejected.			

Privacy Policy URL

URL:

☐ By checking this box, you confirm that your Privacy Policy meets the following requirements:

Your Privacy Policy must explicitly state that no mobile opt-in data or consent will be shared with third parties/affiliates for marketing/promotional purposes. If your Privacy Policy does mention sharing data with third parties, for any other reason, you must also include the following disclaimer:

“All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties, excluding aggregators and providers of the Text Message services.”

Terms and Conditions URL

URL:

☐ By checking this box, you confirm that your Terms and Conditions includes the following requirements:

- Program or brand name
- Program description (types of messages users will receive)
- 'Message and data rates may apply' disclosure
- Message frequency (or recurring message disclosure)
- Customer support contact information
- Complete opt-out instructions
- Link to the Privacy Policy
- Statement: 'Carriers are not liable for any delayed or undelivered messages'
- A dedicated SMS/messaging section if not already present

2. Point of Contact

Enter a main point of contact for your company.

First Name		Last Name	
Job Title	Email	Phone Number +1	

3. Campaign Details

Standard Campaign Type

How will you use SMS messaging? Select all that apply:

- ☐ **Transactional/ Informational**
- ☐ 2FA Authentication
 ☐ Customer Care & Support
 ☐ Public Service Announcements
 ☐ Customer Notifications
 ☐ Transactional Notifications
- ☐ **Marketing & Promotions**
- ☐ **Mixed Use Campaign***

(Please provide a description of the mixed use case(s))

*Mixed-use campaigns must not bundle "Marketing & Promotions" and "Transactional /Informational" consent into a single checkbox. Each campaign type needs its own distinct opt-in option.

Campaign Description

Provide a description of the campaign. The description should be thorough and provide an explanation of the campaign's objective or purpose. The description needs to answer who the sender is, who the recipient is, and why messages are being sent to the intended recipient.

Messages are sent by **[BRAND NAME]** to its existing customers to provide **[TYPE OF MESSAGE - i.e. CUSTOMER SUPPORT OR MARKETING & PROMOTIONS]** related to **[SERVICE OR PRODUCT]**.

Sample Messages

Provide at least two sample messages showing how you will use your campaign. If you're sending messages for different campaign types (i.e. both Marketing & Promotions and any of the subtypes under Transactional/ Informational), provide an example of each. Example messages are set out in our Questionnaire Guidelines.

4. Forbidden Message Topics

Certain topics are not permitted over SMS messaging in the United States or Canada. Activity related to these topics may result in your messages being blocked by carriers.

As part of your registration process, you must select the below checkbox confirming that you have reviewed the forbidden topics and your company won't send campaign messages related to those topics.

☐ The company will not send messages related to the forbidden topics.

5. Keyword Selection

Please select all keywords that your campaign supports. We have preselected the keywords used in our template messages herein.

Opt-in Keywords

☒ SUBSCRIBE ☒ START ☐ JOIN ☐ Other

If you selected "Other", provide the specific opt-in keywords used:

Opt-out Keywords

☒ STOP ☐ UNSUBSCRIBE ☐ QUIT ☐ END ☐ Other

If you selected "Other", provide the specific opt-out keywords used:

Help Keywords

☒ HELP ☐ INFO ☐ Other

If you selected "Other", provide the specific help keywords used:

6. Opt-In Methods and Call-to-Action Message

Recipients must provide explicit consent to receive SMS messages from your company. Please select the opt-in method(s) you will use and provide the exact Call-to-Action Method (ie. script, QR code, or paper form) that recipients will see. Where applicable, template language has been provided below - replace or edit the bracketed placeholders with your actual content, or delete any method you will not be using.

Regardless of the opt-in method used, your Call-to-Action message must include all of the following. Please confirm by selecting each checkbox below:

☒ Registered Brand Name (e.g., "ABC Company")

☒ What type of messages will be sent (e.g., "marketing messages," "account notifications")

☒ How often messages will be sent (e.g., "Message frequency varies" (TCR's preferred language))

☒ A statement that message and data rates may apply (e.g., "Message and data rates may apply" (TCR's preferred language))

☒ Instructions on how to opt out and get help (e.g., "Reply STOP to unsubscribe, HELP for help")

☒ Links to your Terms & Conditions and Privacy Policy

☐ **Web-based Opt-In**

Provide script, if applicable. Delete template wording if you're not using Web-based Opt-in.

Recipients opt-in via **[BRAND NAME'S]** web-based form available at: **[URL]**.
The form includes an unchecked checkbox with the below disclosure. **[BRAND NAME]** confirms that checking the consent box will not be required to submit / continue the form.

☐ By providing your phone number and selecting this checkbox, you agree to receive **[TYPE OF MESSAGE - i.e. CUSTOMER SUPPORT OR MARKETING & PROMOTIONS]** text messages from **[LEGAL BUSINESS NAME]**. Message frequency may vary. Message and data rates may apply. Reply STOP to unsubscribe or HELP for support. Privacy Policy **[URL]** and Terms **[URL]**.
Users must actively select the checkbox to provide consent. Consent is not a condition of purchase.

☐ **Keyword Opt-In**

Provide script, if applicable. Delete template wording if you're not using Keyword Opt-in.

The following Keyword Opt-in is posted on **[BRAND NAME]**'s website, available at **[URL]** "Text JOIN to **[PHONE NUMBER]** to receive updates from **[BRAND NAME]**. Message frequency varies. Message and data rates may apply. Reply STOP to opt-out, HELP for help. Privacy Policy **[URL]** and Terms **[URL]**."

☐ **Verbal Opt-in***

Provide script, if applicable. Delete template wording if you're not using Verbal Opt-in.

[BRAND NAME]: "As part of our service we can send you automated monthly text alerts regarding **[TYPE OF MESSAGE - i.e. CUSTOMER SUPPORT OR MARKETING & PROMOTIONS]**. Message frequency may vary. Message and data rates may apply. Reply STOP to unsubscribe or HELP for support."

Customer: "Yes please"

[BRAND NAME]: "Great! We will send you a text message to confirm your enrollment here shortly."

*Verbal Opt-in is not sufficient for Marketing & Promotional campaigns. See the Questionnaire Guidelines for more detailed guidance if using Verbal Opt-in for other use cases.

☐ **QR Code Opt-in**

Provide a copy of the QR Code to Global Relay to submit with this Questionnaire. The landing page must display all required disclosures, including brand name, message frequency, data rates, STOP/HELP instructions, and links to the Privacy Policy and Terms and Conditions.

☐ **Paper Form Opt-in**

Provide a copy of the Paper Form (scan or photo are also acceptable) to Global Relay to submit with this Questionnaire. The Paper Form must display all required disclosures, including brand name, message frequency, data rates, STOP/HELP instructions, and links to the Privacy Policy and Terms and Conditions.

7. Opt-in Confirmation Message

Your company must send an Opt-in Confirmation Message when a customer/recipient subscribes to SMS messaging. Please confirm, by selecting each checkbox below, that your company's Opt-in Confirmation Message meets the following requirements:

- ☒ Registered Brand Name (e.g., "ABC Company")
- ☒ What type of messages will be sent (e.g., "marketing messages", "account notifications")
- ☒ How often messages will be sent (e.g., "Message frequency varies" (TCR's preferred language))
- ☒ A statement that message and data rates may apply (e.g., "Message and data rates may apply" (TCR's preferred language))
- ☒ Instructions on how to opt out and get help (e.g., "Reply STOP to unsubscribe, HELP for help")
- ☒ Links to your Terms & Conditions and Privacy Policy

Opt-in Confirmation Message Script

Please provide the exact script that will be used for your company's Opt-in Confirmation Message by editing or replacing the template message below.

[BRAND NAME]: You're enrolled to receive recurring **[TYPE OF MESSAGE - i.e. CUSTOMER SUPPORT OR MARKETING & PROMOTIONS]** messages. Message frequency may vary. Msg & data rates may apply. Reply HELP for support or more info. Reply STOP to unsubscribe.

8. Help Response Message

When a customer/recipient replies signaling that assistance is required (i.e. "HELP", "INFO" etc.), your company must send a response containing certain details. Please confirm, by selecting each checkbox below, that your company's Help Response Message meets the following requirements.

- ☒ Registered Brand Name (e.g., "ABC Company")
- ☒ How to get help (You must provide at least one of: phone number, email address, website URL)
- ☒ Instructions on how to opt out (e.g., "Reply STOP to unsubscribe")

Help Message Response Script

Please provide the exact script for your company's response by editing or replacing the template below.

[BRAND NAME]: Need help? Contact us at **[PHONE NUMBER]** or **[EMAIL ADDRESS]**, or visit **[WEBSITE URL]**. Reply STOP to unsubscribe.

9. Opt-out Confirmation Message

When a customer/ recipient replies with one of your keywords opting-out of receiving messages (i.e. "STOP", "UNSUBSCRIBE" etc.), your company must send a response message confirming that the recipient has been unsubscribed.

Opt-out Confirmation Message Script

Please provide the exact script that will be used for your company's Opt-out Confirmation Message by editing or replacing the template message below.

[BRAND NAME]: You have successfully been unsubscribed. You will not receive any further messages from this number. Reply START to resubscribe.