CONTENT

✅	❌
☐ Content is "Political" in nature and registered with Campaign Verify	☐ Political campaign is not registered with Campaign Verify
☐ Company website (or web presence – e.g. Facebook, Instagram, etc.) is registered with the brand	☐ Web presence provided is different than the registered brand
☐ Company domain email associated with the brand is on the registration	☐ G-mail or other generic email account associated with the brand registration
☐ Content is in alignment with what was provided in the original Campaign use case, description and example messages submitted in TCR	☐ A2P (Business-to-Consumer) traffic being sent over a P2P (Consumer-to-Consumer) channel
☐ Using a private URL shortener	☐ Using "Bitly" or "TinyURL" shorteners
☐ Have an up to date "internal disallowed content" list	☐ Content is related to Cannabis or CBD
☐ Filter against disallowed URL's SPAM, SCAM and SHAFT key words	☐ Messages contain HATE Speech, Adult Solicitation or SHAFT related content
☐ Include opt-out language in messages - e.g. STOP, UNSUBSCRIBE, etc.	☐ No traffic filtering
☐ Manage out-out databased to ensure users do not receive unwanted messages	☐ No opt-out message treatment

SUBSCRIBER DATABASE

☐ Scrubbing against "Opt-Out" Lists

☐ Scrubbing against DNC Lists

☐ Scrubbing against Re-assigned Number Database (RND)

☐ Scrubbing against 7726 reports

☐ Processing "Deactivation Files"

☐ Track how someone signed up to receive text messages (i.e. opt-in method)

    ☐ Through paper sign-up sheets

    ☐ Through website

    ☐ Through mobile opt-in

    ☐ Through voter registration cards

POLITICAL

✅	❌
☐ Have explicit opt-in from your subscribers	☐ Obtained consent from the "voter registration card"
☐ Campaign opt-out rate below 4.8%	☐ Campaign opt-out rate above 4.89%
☐ Maintaining an opt-out list and removing subscribers who have opted-out	☐ Not processing opt-out messages (e.g. response = "STOP") and removing subscribers from receiving content
☐ Organization sending messages has been registered through "Campaign Verify"	☐ Campaign is not registered in TCR as a political use-case
☐ Campaign registered through TCR as a political campaign with the CV token	☐ Message is considered HATE speech
☐ Messaging is A2P (Business/Organization-to-Consumer)	☐ Message considered "inflammatory" or "defaming"

ADVANCED EFFORTS

☐ Credit Card Sign Up Review Software \ Safetech Fraud Solution

☐ In-App Purchase Data Collection (to assure that user is not a Bot)

☐ Website Sign Up Reviews (to assure that user is not a Bot)

☐ Email Verification Solutions (e.g. KickBox Software Solutions)

☐ Velocity Limits on Sends (e.g. 40 messages in 10 minutes from a sender ID / TN)

☐ Advanced Keyword Filters (i.e. for SPAM, SCAM, SHAFT and other disallowed content)

☐ IP address Blocks (e.g. Blocking from certain countries such as China & N. Korea)

☐ AI (Artificial Intelligence) Filtering - AWS

☐ Mobile App and Back End Network proofing (e.g. Approov Mobile App Attestation)