

10DLC Campaign Registration Form

Complete all sections and return to support@bloyal.com | Questions? Contact support at support@bloyal.com

SECTION 1 — BUSINESS / BRAND INFORMATION

This information must match your IRS / official business registration documents exactly. Mismatches will cause registration failure.

Other than your Business Name, this section is required only if you have not already provided your business information to bLoyal separately.

LEGAL BUSINESS NAME *

DBA / TRADE NAME (IF DIFFERENT)

EIN / FEDERAL TAX ID * (XX-XXXXXXX)

BUSINESS TYPE *

LLC CORPORATION PARTNERSHIP

SOLE PROPRIETOR NON-PROFIT OTHER: _____

PRIMARY INDUSTRY *

e.g. Retail, Healthcare, Finance, Real Estate

BUSINESS STREET ADDRESS *

CITY *

STATE *

ZIP CODE *

BUSINESS WEBSITE URL *

SECTION 2 — AUTHORIZED CONTACT

This section is required only if you have not already provided your authorized contact information to bLoyal separately.

FULL NAME *

JOB TITLE

BUSINESS EMAIL ADDRESS *

DIRECT PHONE NUMBER *

Additional Authorized Contact (Optional) — Complete the fields below if a second contact should be associated with this registration.

FULL NAME

JOB TITLE

BUSINESS EMAIL ADDRESS

DIRECT PHONE NUMBER

SECTION 3 — CAMPAIGN INFORMATION

CAMPAIGN USE CASE * — SELECT THE PRIMARY PURPOSE OF YOUR SMS MESSAGES

MARKETING / PROMOTIONS CUSTOMER CARE / SUPPORT APPOINTMENT REMINDERS

ORDER / DELIVERY NOTIFICATIONS 2FA / ONE-TIME PASSCODES POLLING / SURVEYS MIXED / MULTIPLE

PREFERRED AREA CODE FOR YOUR SEND FROM PHONE NUMBER *

PREFERENCE #1 *

PREFERENCE #3

PREFERENCE #2 *

CAMPAIGN DESCRIPTION * (DESCRIBE WHAT MESSAGES YOU SEND AND WHO RECEIVES THEM — MIN. 40 CHARACTERS)

SAMPLE MESSAGE 1 *

SAMPLE MESSAGE 2 *

SAMPLE MESSAGE 3 (OPTIONAL)

SAMPLE MESSAGE 4 (OPTIONAL)

SAMPLE MESSAGE 5 (OPTIONAL)

MESSAGE CONTENTS (SELECT ALL THAT APPLY)

- MESSAGES WILL INCLUDE EMBEDDED LINKS.
- MESSAGES WILL INCLUDE PHONE NUMBERS.
- MESSAGES INCLUDE CONTENT RELATED TO DIRECT LENDING OR OTHER LOAN ARRANGEMENT.
- MESSAGES INCLUDE AGE-GATED CONTENT AS DEFINED BY CARRIER AND CTIA GUIDELINES .

SECTION 4 — OPT-IN / OPT-OUT DETAILS

Carriers require documented proof of customer consent. Please describe how customers agree to receive your messages for each opt-in method that applies to your campaign. If multiple opt-in methods are used, all must be described.

WEBSITE OPT-IN DESCRIPTION *

*How do end-users consent to receive messages via your website? (40–2048 characters)
Describe how end-users opt in to the campaign on your website, giving consent to receive messages. Include the URL of the opt-in page if applicable.*

IN-STORE OPT-IN DESCRIPTION * (Required only if you are signing up customers in-store)

*How do end-users consent to receive messages in person? (40–2048 characters)
Describe how end-users opt in at your physical location, giving consent to receive messages. Include any forms, signage, or verbal processes used to obtain consent.*

OPT-IN CONFIRMATION MESSAGE *

Message sent to customer after they opt in

OPT-OUT MESSAGE *

Message sent when customer texts STOP

HELP MESSAGE *

Message sent when customer texts HELP

OPT-OUT / HELP KEYWORDS

Standard: STOP, CANCEL, HELP, INFO

SECTION 5 — SIGN-UP FORM, PRIVACY POLICY & TERMS AND CONDITIONS

Carriers require that your privacy policy and terms and conditions be publicly accessible. Please provide direct URLs to each document below.

SIGN-UP FORM URL *

In bLoyal, your SMS signup form is delivered as a Web Signup Snippet — a configurable web form that can be embedded on your website. Your Client Success Manager can assist you in setting up and configuring your Web Signup Snippet. For guidance see [SMS Signup Form: What It Should Contain](#)

PRIVACY POLICY URL *

Enter a direct link to your privacy policy. This document must detail what data you collect, how it's used, and confirm that information won't be shared with third parties or for marketing purposes. For guidance on what to include, see [SMS Privacy Policy – What You Need to Include](#).

TERMS AND CONDITIONS URL (OPTIONAL)

Provide a direct link to your terms and conditions. Ensure it includes the program name, description, message/data rates, message frequency, support contact info, and opt-out instructions (**HELP** and **STOP** in bold). For more details, see [SMS Terms & Conditions – What You Need to Include](#).

SECTION 6 — AUTHORIZATION

By submitting this form you confirm that all information provided is accurate and that your messaging practices comply with applicable regulations including TCPA and carrier guidelines.

PRINTED NAME *

DATE *

TITLE *