

**US Short Code Application**

**Please fill out all fields and provide relevant snapshots to assist expedite the process.**

**If you have questions, please contact Plivo support.**



| 1. Short Code Overview |
| --- |
| Program Name: |
| Program Description:  (Describe the short code program and how it will be used. Example: My company will use this short code to send out appointment reminders and 2FA messages to all opted-in users. The end user provides consent through the web form on our website: www.plivo.com. |
| Program Type:  (New Submission / Migration Request) |
| Short Code:  If this is a new submission, specify whether the short code to be procured should be a random or vanity number.  If this is a port/migration, enter the existing short code and attach a snapshot of the CSCA receipt at the bottom of the form. |
| Message Type:  (SMS/ MMS / Both) |
| Plivo Account Email: |

| 2. Content Provider Information | |
| --- | --- |
| Legal Company Name | **(Example: Plivo Inc)** |
| Parent Company (If Applicable) |  |
| Company Address | **(Example: 123 Main Street, New York, NY 10001 — include ZIP code)** |
| Company Phone | **(Example: 999-888-7777)** |
| Company URL | **(Example: www.plivo.com)** |
| Point of Contact Information  ( Name, email address, and phone) | **(Example: John Doe, 999-888-7777, John.doe@company-domain.com)** |

| 3. Short Code Campaign Information | |
| --- | --- |
| Terms & Conditions URL |  |
| Privacy Policy URL |  |
| Campaign Type | **(Subscription or Transactional)** |
| Opt-in Type | **(Keyword or Web Opt-in)**  **For web opt-in, include snapshots at the bottom of the form.** |
| Message Frequency | **(For a subscription-based campaign, we recommend specifying the message frequency as "Msg frequency varies" to ensure consistent message delivery and prevent mismatches in frequency.)** |

| 3.1. Program Information |
| --- |
| Program Description:  (Provide a detailed description of the program that will be run on the short code.)  (Example: This short code program will be used to send alerts and notifications regarding your account) |
| Call to Action:  (Specify the language that will prompt customers to participate in this program. If website, please include a screenshot at the bottom of the form.)  (Example: Text PLIVO to subscribe to our notifications. Msg frequency varies. Message & data rates may apply. Text HELP to 75486 for help. Text STOP to 75486 to cancel. See our SMS Terms of Service and Privacy Policy.) |

| 3.2. Message Flow |
| --- |
| Opt-in Keyword: (Example:.Ttext “START” to opt-in to the campaign)  (Applicable if a keyword is used to opt-in) |
| Welcome Message: (Example: Thanks for subscribing to PROGRAM NAME mobile alerts. To unsubscribe, reply STOP. Msg frequency is recurring. Text HELP for info. Msg and data rates may apply.)  (To stay compliant, the welcome message should contain the sponsor name, msg and data rates may apply, message frequency, customer support information, and opt-out instructions. 160 characters max ) |
| Sample Message:  Message 1:  Message 2:  (To stay compliant, every message should contain the sponsor's name, customer support information, and opt-out instructions.) |
| Help Keyword Response Message: (Example: This is the SPONSOR NAME shortcode. Reply STOP to unsubscribe. Msg&data rates may apply. LINK TO CUSTOMER SUPPORT)  (When any user texts HELP, the response should contain the sponsor name, customer support information - number or email) |
| STOP Keyword Response Message: (Example: SPONSOR NAME: You will no longer receive messages unless you text us again. LINK TO CUSTOMER SUPPORT)    (To stay compliant, the STOP message response should contain sponsor's name and confirmation that no additional messages will be sent.) |

| 3.3. Campaign Contact Information | |
| --- | --- |
| Customer Support Phone Number | **(Example: 1-888-777-9999)** |
| Customer Support Email Address | **(Example.: support@plivo.com)** |
| Customer Support URL (if applicable) |  |

| 4. Snapshots | |
| --- | --- |
| Include screenshots of CTA, CSCA receipt, and web opt-in form if applicable, as well as any other information that would help clarify the program description. | |