

# Managed 10DLC and Campaigns

Ring-U's typical customers do not do SMS/Text Messaging mass marketing campaigns. They typically use small amounts of SMS/Text Messaging for business to employee/contractor communications, and business to customer communications related to appointments, scheduling and business operations. They do not have the resources or understanding of the complex requirements currently needed to manage 10DLC and Campaigns.

For these customers, we provide a Managed 10DLC and 10DLC Campaign oversight service with the following caveats:

- Ring-U must feel comfortable and “knows the customer” (KYC) well enough to assume this role. 911 address verification and other provided business information must all match. Ring-U's customer support team will be contacting and discussing this service and it's limits with the business owner and key staff and must feel comfortable with assuming this liability on behalf of the customer.
- The customers phone system and phone number used for messaging does not exceed **250** outbound messages per month

In other cases, the customer must be 10DLC Vetted and Verified as themselves, and have dedicated “Campaigns” for their outbound messaging. This is an evolving process, contact customer support for direction and assistance.

## Requirements:

### Managed 10DLC Privacy Policy

**Summary: Assume no privacy, Do not share financial or medical information**

Specifically:

- Ring-U and upstream providers may monitor and track messages for fraud, abuse, and violations of the **Telecom Consumer Protection Act** and related requirements of various carriers including but not limited to AT&T, T-Mobile, US Cellular, Verizon Wireless, ClearSky, and Interop.
- Ring-U's customers and their customers all understand and agree that SMS/Text messages sent via multiple carriers are in plain text, readable by multiple parties along their transit and should not include financial, medical or deeply private information.

### Managed 10DLC Terms of Service

- Ring-U's customers will not be using this form of communication for any mass (more than 25 messages per month) marketing or automatically generated messages. This service is limited to

**human to human** communications, even though at least 1 party is using their Ring-U phone system and their primary business number for their end.

- Allowed Use Cases:
  - **2FA** - one time use password/PIN and/or password reset.
  - **Customer Care** - All customer care messaging, account management and support
  - **Account Notification** - Reminders, Alerts, Appointment Reminders
  - **Product/Service Delivery** - Notices to current customers about a product or service delivery or change in status.
- By opting in to receive SMS communication from Ring-u, you may expect to receive SMS messages for use in troubleshooting and testing.
- If a Ring-U systems customers provide consent and a phone number to receive text messaging via a web form, that consent must include that "text messaging rates may apply" and that they can stop receiving communications at any time by sending "STOP".
- The Ring-U system's owner agrees to not sell or distribute phone numbers or personal information.
- You can cancel the SMS service at any time. Simply reply "STOP" to the SMS text message. Upon sending "STOP," we will confirm your unsubscribe status via SMS. Following this confirmation, you will no longer receive SMS messages from any Ring-U Managed 10DLC customer. To rejoin, sign up as you did initially, and we will resume sending SMS messages to you.
- If you experience issues with the messaging program, reply with the keyword HELP for more assistance, or reach out directly to support@ring-u.com or 423-567-4888. Ring-U's support staff will assist and manage any complaints and interact on Ring-U's customers behalf.
- Ring-U and various carriers are not liable for delayed or undelivered messages.
- As always, message and data rates may apply for messages sent to you from us and to us from you. Message frequency varies. For questions about your text plan or data plan, contact your wireless provider.
- If warranted because of terms of service violations, Ring-U may remove that customers ability to send text messages.
- For privacy-related inquiries, please refer to our privacy policy above.

## Standard System Messages

If a customer sends any of these key words, the response and system behavior is as follows with the apropos phone number and company name filled in.

**START** - Will star or restart that number for the receipt of messages from the number it is sent to. The sender will receive:

*"You have consented to receiving messages from ###-###-#### of COMPANY NAME. Standard messaging rates will apply. You can also contact them at this number by voice. Send "HELP" for more information or assiatnce. Send "STOP" at any time to stop receiving messages from ###-###-####. You*

can also contact Ring-U customer support at +1 423 456-6700. "

**HELP** - Will reply with the following message, with the apropos phone number and company name:

*You may send "STOP" to stop receiving messages from ###-###-#### of COMPANY NAME. You can also contact them directly at this number. You can also contact Ring-U customer support at +1 423 456-6700 as we assist them in managing communications.*

**STOP** - Will end further communications from that phone number and company by being placed on their SMS block list. The final message will be:

*You are now opted out of COMPANY NAME messages. If this was a mistake, please contact them directly or send "START" this this number. You can also contact Ring-U customer support at +1 423 456-6700 as we assist them in managing communications.*

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