

# 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 address information. They do not have the resources or understanding of the complex requirements currently needed to manage 10DLC and Campaigns.

For the 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.
- 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.

Other 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.

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