

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.

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.
- By opting in to receive SMS communication from Ring-u, you may expect to receive SMS messages

for use in troubleshooting and testing.

- 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 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.
- For privacy-related inquiries, please refer to our privacy policy above.

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