

Action Required for Text Messaging Verification

This article applies to:

[Pro](#)

[Max](#)

It is now required that you have an EIN or CA Business ID number in order to continue sending text messages from your Local Keap Business Line Number. If you are not registered by August 31, 2023, outbound text messages will stop sending until your number is manually verified which takes 2-5 weeks.

NOTE: This does not affect Toll Free Numbers, and if you are interested in switching from a local number to Toll Free, please contact our support team for more information. This and other options are [provided here](#).

FAQs

Why is this required?

The FCC reclassified Business Texting into an informational service and follow different guidelines than normal texting you are able to do via a standard cell phone. These regulations are all enforced by the US Mobile Carriers and they are not allowing any exceptions. All customers are now required by the US Mobile Carriers to register their company (Brand) and their use case (Campaign) in order to send or receive messages on their networks. As a result, Keap has implemented an automated registration form to help expedite this process. Please [CLICK HERE](#) to start the process.

Are Sole Proprietorships allowed for business type?

Unfortunately, no. You must have a valid EIN in the US or TaxID from another country and have your business registered as Private Company, Public Company, or a 501(c)3 Charity. We are aware some other competitors may be saying this is allowable, however there are very large restrictions on Sole Proprietorships with the mobile carriers. Including but not limited to:

- A very low volume of total messages per day
- Quantity of numbers you are able to send messages to
- Several other restrictions like OTP validations, and monthly reporting to the carriers

How Long Does This Take?

Local Numbers: There is much more scrutiny happening with local number vetting and verification. This process is taking 2-5 weeks, and during vetting/verification process, outbound messages WILL NOT WORK until fully verified. [Click here](#) to learn

how to check that status of your verification in your app

Toll Free: Toll Free Registration takes 1-2 Weeks for verification. However, as your number is going through the Toll Free Verification process, you are still able to send SMS during this period. Messages are limited to 2,000 outbound messages per carrier, per day, but messages will still work.

Where can I see my status?

[Click here](#) to learn how to check your verification status

What if I am rejected?

[We list reasons why it was rejected](#). Some rejections can be re-submitted with proper information. However, in some instances a rejection may be not available for resubmission. This may be due to content violations, certain industries, and illegal content. A guide to what is not allowed is located [here](#) on our legal page.

Is there a difference between Toll Free & Local?

Yes! Toll Free Numbers are not only cheaper to use, but also require far less information than Local Number registration does. Local numbers are required to have EIN/TaxID, while Toll Free does not.

NOTE: If you have previously filled out the form, new mandatory fields have been added by the carriers and must be completed to finish registration

[Click here to view your options](#)

Before you register

We've put together easy-to-follow tips to help you prepare for registering your business SMS. Gather the following information to avoid rejections from the mobile carriers.

- **EIN/TaxID:** Each company is required to have an EIN or Business Number to register. This is required and SSNs are not allowed. The registration must match exactly what's on file with the IRS or CRA. If the legal business name does not match with what's on file at the IRS or CRA, it will be rejected.
- **Company Information:** You'll need to have some details about your company handy to provide during registration. This includes:
 - Legal company name
 - Country of registration
 - EIN (US) / Business Number (Canada)
 - Legal company address
 - Phone Number
 - Website
- **Organization Type:** Be prepared to provide whether your organization is publicly traded, a non-profit (501 business), or privately owned (e.g., an LLC)
- **Industry:** Which industry does your business operate in? Based on your answer, you'll need to pick a vertical that best matches your industry
- **Primary Contact:** You'll need to provide a contact name, title, address, email, and phone number

- **End Recipient Consent:** Consent is required before you can send any type of message to your recipients.
 - Provide a list of how you obtain consent, including implied, verbal, or written.
 - If collecting via website, ensure you have opt-in language
- **Messaging Examples:** You'll need to provide at least three example messages showing how you are or will be using SMS. These examples should reflect the typical messages you send (even if purely conversational).
 - If sending informational or promotional messages (anything outside of a typical conversation), include opt-out language (e.g., Reply STOP to opt-out) at the end of your sample message.
- **Privacy Policy Requirement:** The upstream carriers are now requiring a proper privacy policy be placed on your website in order for validation of your registration to be complete. We are encouraging all customers to add similar language per the sample below to your website clearly marked Privacy Policy.

Please note that you do not need to resubmit the verification form after posting a privacy policy to your website.

Privacy Policy Sample

We respect your privacy. We will only use information you provide to transmit your mobile messages and respond to you, if necessary. This includes sharing information with our program partners, message content providers, phone companies, and vendors who assist us in the delivery of mobile messages. EXCEPT AS SET FORTH IN THIS SECTION, WE DO NOT SELL, RENT, LOAN, TRADE, LEASE OR OTHERWISE TRANSFER FOR PROFIT ANY PHONE NUMBERS OR CUSTOMER INFORMATION COLLECTED THROUGH PROGRAMS TO ANY THIRD PARTY. Nonetheless, we reserve the right at all times to disclose any information as necessary to satisfy any law, regulation or governmental request, to avoid liability, or to protect our rights or property. This Privacy Policy and Terms and Conditions is strictly limited to SMS Texting and has no effect on any other privacy policy(ies) that may govern the relationship between you and us in other contexts.
