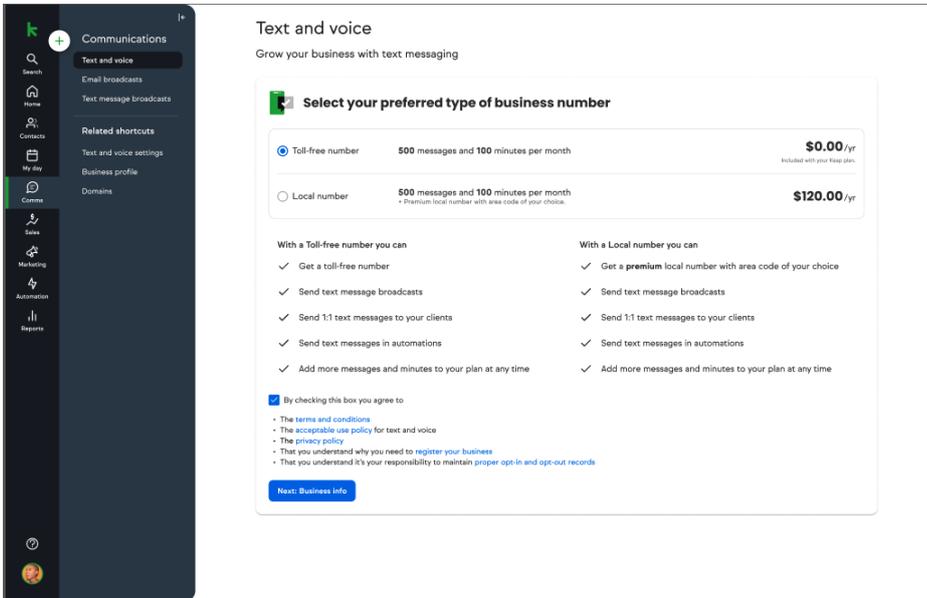


Business Verification - Canada

Last modified on: 08/01/2025 3:16 pm MST

Verifying Your Business

Step 1: Determine which type of number you want to provision



Text and voice
Grow your business with text messaging

Select your preferred type of business number

<input checked="" type="radio"/> Toll-free number	500 messages and 100 minutes per month	\$0.00/yr <small>Included with your Keep plan.</small>
<input type="radio"/> Local number	500 messages and 100 minutes per month <small>* Premium local number with area code of your choice.</small>	\$120.00/yr

With a Toll-free number you can

- ✓ Get a toll-free number
- ✓ Send text message broadcasts
- ✓ Send 1:1 text messages to your clients
- ✓ Send text messages in automations
- ✓ Add more messages and minutes to your plan at any time

With a Local number you can

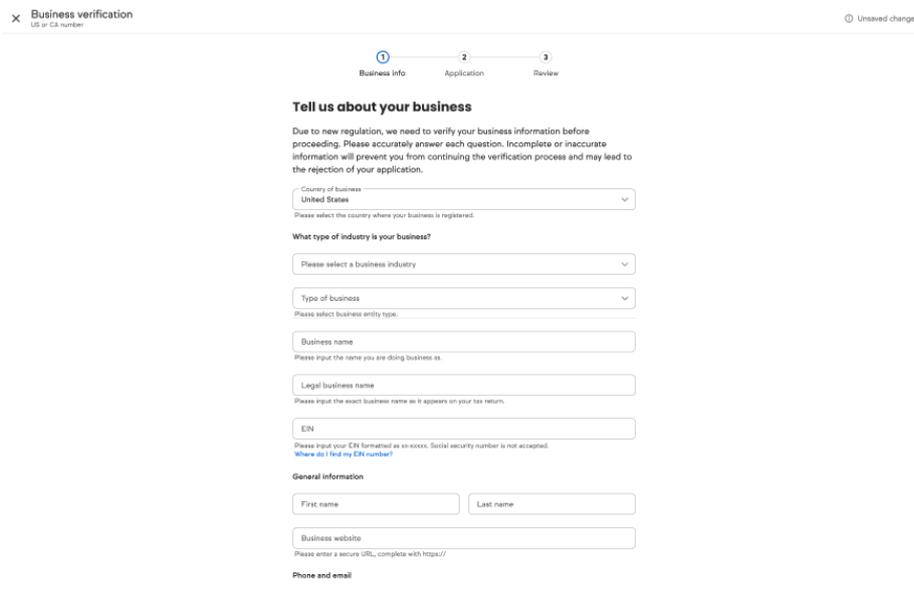
- ✓ Get a premium local number with area code of your choice
- ✓ Send text message broadcasts
- ✓ Send 1:1 text messages to your clients
- ✓ Send text messages in automations
- ✓ Add more messages and minutes to your plan at any time

By checking this box you agree to

- [The terms and conditions](#)
- [The acceptable use policy for text and voice](#)
- [The privacy policy](#)
- [That you understand why you need to register your business](#)
- [That you understand it's your responsibility to maintain proper opt-in and opt-out records](#)

[Text: Business info](#)

Step 2: Tell us about your business



Business verification
US or CA number

Unsaved changes

1 Business Info 2 Application 3 Review

Tell us about your business

Due to new regulation, we need to verify your business information before proceeding. Please accurately answer each question. Incomplete or inaccurate information will prevent you from continuing the verification process and may lead to the rejection of your application.

Country of business
United States
Please select the country where your business is registered.

What type of industry is your business?
Please select a business industry

Type of business
Please select business entity type.

Business name
Please input the name you are doing business as.

Legal business name
Please input the exact business name as it appears on your tax return.

EIN
Please input your EIN formatted as an xxx-xx-xxxx. Social security number is not accepted.
[Where do I find my EIN number?](#)

General information

First name Last name

Business website
Please enter a secure URL, complete with https://

Phone and email



On this form you are asked for your **Business name, Legal business name, and Canadian Business Number (BN)**.

Please note that **the Legal business name and Business Number must match exactly** with what you filed with the CRA.

IF YOU DON'T HAVE A BN: You can get a Canadian Business Number directly from the CRA by using the Business Registration Online (BRO) system. There are great instructions on how to apply on Canada.ca. Click the button below to apply for a BN.

Applying for a Canadian Business Number

Other fields you will be required to fill out:

- Country of business
- Industry
- Business entity type
- Legal business name
- Business name
- Business Number (BN)
- Your Name
- Website
- Business email
- Business phone
- Business address

Step 3: Additional Business Information

Business verification
US or CA number

Progress saved

Business info Application Review

We need to verify some additional information

Due to new regulations, we need extra details about your business. Please accurately answer each question. Incomplete or inaccurate information may lead to the rejection of your application.

How do you plan to use your text and voice number?

Select example

If you have more than one, select your primary use.

Provide details on how you'll use your number for the purposes you've selected.

Explain your intended uses(s)

Please use between 40 and 1,000 characters to describe your intended uses. 0 / 1000
Need help? See examples of approved uses.

Provide an example of a text message your customer will receive.

Example message(s)

Please use between 40 and 1,000 characters to provide an example message. 0 / 1000
Need help? See examples of approved text messages.

Certain types of content are prohibited and can lead to the suspension of your text and voice number. This includes:

- Sexual or sexually suggestive content
- Hate and hate speech
- Alcohol and other controlled substances
- Firearms
- Tobacco

For other types of content to avoid, please review our [Acceptable Use Policy](#).

Provide a URL for your SMS communication opt-in form.

URL for SMS communication opt-in form

This information is directly for the carriers to evaluate and approve your business to leverage SMS. Because it is SUPER IMPORTANT to fill this form out accurately, let's step through it question by question.

How do you plan to use your text and voice number?

- You can select multiple options in this field
- Many of our customers will select "Marketing, Customer Care, and/or Account Notifications"
- Please select what applies best to your business needs

Provide details on how you'll use your number for the purposes you've selected.

- This needs to support your planned use cases in the prior question.
- A good example of this would be:
"This number is used to send out Marketing, Customer Care, and Account Notifications to the prospects and customers of [your business name]."

Provide an example of a text message your customer will receive.

Sample messaging should match the kind of messaging type you choose. And a good sample message should include your business name in each message:

"Here are this week's specials at [Company Name]. 15% off all new services by using this link. Reply STOP to Opt-Out. Msg and data rates may apply."



A note about acceptable messaging.

Any content involving the below is prohibited and may lead to the suspension of your Keap Marketing Number:

- Sexual or sexually suggestive content
- Hate and hate speech
- Alcohol and other controlled substances (including cannabis and CBD)
- Firearms
- Tobacco

For a complete list of content restrictions, please review our [Acceptable Use Policy](#)

Provide a URL for your SMS communication opt-in form

This is where the regulators are looking at the way that you are getting explicit permission from your prospects and clients to receive text communication. This URL needs to have your standard contact form showing a checkbox with your opt-in text. An example of acceptable opt-in text would be:

"By submitting this form, you agree to receive Marketing/Promotional text messages from [company_name]. Consent is not a condition of any purchase. Reply HELP for Help, STOP to Opt Out. Msg data rates may apply. Msg frequency varies. View our [Terms](#) (link your terms page) & [Privacy](#) (link your privacy page)"

If you are doing multiple methods of communication (ie Marketing, Conversational etc) the form you link to must have separate opt-ins for each type of communication. An example of this would be:

thryv

Sign up today

Your phone number

By submitting this form, you agree to receive Conversational text messages from [company_name]. Consent is not a condition of any purchase. Reply HELP for Help, STOP to Opt Out.

By submitting this form, you agree to receive Marketing/Promotional text messages from [company_name]. Consent is not a condition of any purchase. Reply HELP for Help, STOP to Opt Out.

Msg & data rates may apply. Msg frequency varies.
View our [Terms & Privacy](#).

Submit

Describe your opt-in flow.

Here you will describe the process by which you gain explicit permission to text. There are several ways to receive explicit permission. Current regulations will be updating to support only the following:

Web form: Provide the link or a screenshot of the website opt-in page.

Via text: Provide a screenshot or image of your opt-in/opt-out text keywords.

Complete the remaining sections

- How many texts will you send in a month?
- What type of industry is your business?
- General information
- Phone and email
- Business Address

Step 4: Review your information



Review your information

Review your information before you submit your application. Once submitted, please wait for approval. Editing and resubmitting your application can increase the time it takes to get approved.

Business information

Your business info has been verified and can't be modified before submitting your application.

Country of business
 United States

Please select the country where your business is registered.

Type of business
 Private

Legal business name
 The Business LLC

Please input the exact business name as it appears on your tax return.

Business name
 The Business DBA

Please input the name you are doing business as.

EN
 11-12345

Please input your EN formatted as xx-xxxx. Social security number is not accepted.

How do you plan to use your Keep Text and Voice number?
 Select an option
 Two factor Authentication

If you have more than one, select your primary use.

Provide details on how you'll use your number for the purposes you've selected.
 Explain your intended usage:
 This number is used to send out promotional offers and coupons to the customers of John's Coffee Shop

Please use between 40 and 1,000 characters to describe your intended uses. 10/1000

Step 5: Application submitted and next steps

You've made it through the initial submission of information for verification. On this page you will see the remaining stages that will be in progress over the next 5 to 7 business days while your submission is reviewed.

There are several stages of this process:

Pending

Business number verification status



1 Your application has been submitted and is **pending**. While your number is awaiting carrier approval, you will be unable to send text messages.

[View verification form](#) [Get your number](#)

This is the default stage you will be in. Again, this process takes approximately 5 to 7 business days to be completed.

Approved

Business number verification status



1 Your application has been **approved**. Next, get a number to start using text and voice.

[View verification form](#) [Get your number](#)

When you are approved you will have the option to now provision your number and begin using SMS.

Failed

Business number verification status



FAILED: Your verification form was rejected. Please re-submit the form with complete and accurate information within 2 days to avoid further delays.

[Adjust verification form](#) [Get your number](#)

If you have information that is incorrectly submitted, your application will be returned and you will be asked to complete the application again.

Currently, you will need to reach out to support to reset the form, and then you will need to complete it again. Many times, we see mismatches in BN and Legal Business Name as the primary cause, however each situation is different and you will need to understand from Support what changes you need to make to your submission.

Once you have resolved all issues, resubmitted and been approved you are now able to start using SMS in your application.
