

Business Verification - United Kingdom

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Verifying Your Business

Step 1: Acknowledgements and Get Started



The sidebar shows the 'Communications' section expanded, with 'Text and voice' selected. Other options include 'Email broadcasts', 'Text message broadcasts', 'Related shortcuts', 'Text and voice settings', 'Business profile', and 'Domains'.

Text and voice

Grow your business with text messaging
Reach your customers and continue the conversation with text messaging.
Select the number type you need to get started.

Begin by verifying your business details

We will begin by checking your main business information here. Some other content will go here to describe what is happening. Some other content will go here to describe what is happening. Some other content will go here to describe what is happening.

Here's what comes with your new Text and Voice number

500 messages and 100 minutes per month.

- ✓ Send text message broadcasts
- ✓ 1:1 text message with your clients
- ✓ Send text messages in automations
- ✓ Add more text messages and voice minutes to your plan at any time

☒ By clicking the checkbox you agree to:

- the terms and conditions
- the acceptable use policy for text and voice
- the privacy policy, understand why I need to register my business
- understand that it is my responsibility to maintain proper opt-in and opt-out records

[Read all terms and policies](#)

[Get started](#)

Step 2: Tell us about your business

Business verification

United Kingdom business 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 answer each question accurately. Incomplete or inaccurate information may lead to the rejection of your application.

Country of business

United Kingdom

Please select the country where your business is registered.

What type of industry is your business?

Please select a business industry

Type of business

Private

Legal business name

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

Business name

Please input the name you are doing business as.

Company Registration Number (CRN)

Please input your CRN. It is typically 8 characters long, 8 digits or 2 letters followed by 6 digits.
[Where can I find or obtain my CRN?](#)

General information

First name

Last name

Business website

Please enter a properly formatted, secure URL, complete with https://

Phone and email

Business email



On this form you are asked for your **Business name, Legal business name, and a company registration number**. Please note that **the Legal business name must match exactly** with what you filed with the your country specific tax documentation.

Other fields you will be required to fill out:

- Country of business
- Industry
- Business entity type
- Legal business name
- Business name
- Company registration number (CRN)
- Your name
- Website
- Business email
- Business phone
- Business address

Step 3: Additional Business Information

Business verification
United Kingdom business 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 use(s)

Please use between 42 and 1,000 characters to describe your intended uses. Need help? See examples of approved uses.

Next: Review

0 / 1000

All fields are required unless otherwise marked.

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 user 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]."

The following items are also appropriate to cover in this description if you choose.

An example of a text message your customer will receive. (optional)

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.”

Description of your opt-in flow. (optional)

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.

Text volume and Industry (optional)

- How many texts will your send in a month?
- What type of industry is your business?

Step 4: Review your information

Business verification

United Kingdom business number

Progress saved

Business info

Application

Review

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 Kingdom

Please select the country where your business is registered.

Type of business

Private

Please select the type of business.

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 of your business as it is commonly known.

Company Registration Number (CRN)

AB123456

Please input your CRN. It is typically 8 characters long, 8 digits or 2 letters followed by 6 digits.

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

Select example

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 use(s)

This number is used to send out promotional offers and coupons to the customers of John's Coffee Shop

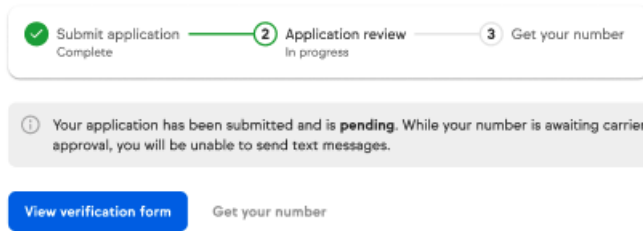
Step 5: Application submitted and next steps

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 2 - 3 weeks while your submission is reviewed.

There are several stages of this process:

Pending

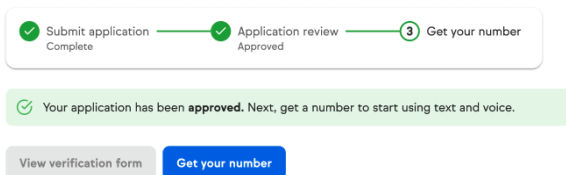
Business number verification status



This is the default stage you will be in. Again, this process takes 2-3 weeks to be completed.

Approved

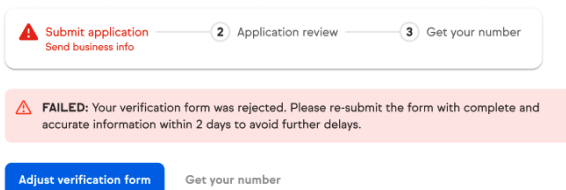
Business number verification status



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

Failed

Business number verification status



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 Company Registration Number (CRN) 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.

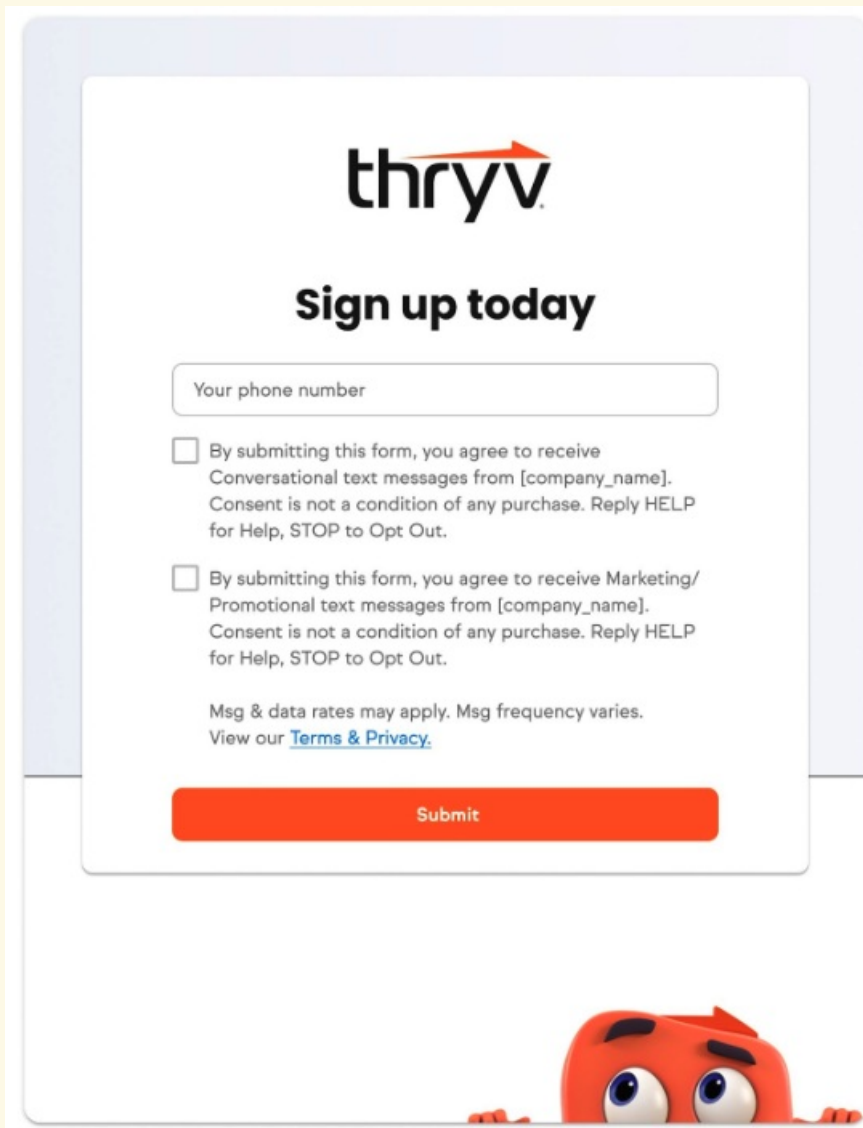


Creating a compliant SMS communication opt-in form.

It is important to get explicit permission from your prospects and clients to receive text communication. Your opt-in forms should have a unique opt-in clearly calling out your intentions to send them messages. An example of acceptable opt-in text for Marketing/Promotional messages 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 leveraging 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:



The image shows a mobile app sign-up form for Thryv. At the top is the Thryv logo. Below it is the heading "Sign up today". There is a text input field labeled "Your phone number". Below the input field are two checkboxes, both of which are unchecked. The first checkbox is for "Conversational text messages" and the second is for "Marketing/Promotional text messages". Both checkboxes have identical disclaimer text: "Consent is not a condition of any purchase. Reply HELP for Help, STOP to Opt Out." Below the checkboxes is a line of text: "Msg & data rates may apply. Msg frequency varies. View our [Terms & Privacy](#)." At the bottom of the form is a red "Submit" button. A cartoon red character is peeking over the bottom edge of the form.

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



A final 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](#)

