

BOULEVARD



TCR Registration Checklist

Registration with **The Campaign Registry (TCR)** is now required for all application-to-person (A2P) text messaging traffic on 10-digit long code (10DLC) business phone numbers.

As part of your Boulevard account setup, we will proactively register your business phone number with TCR on your behalf, to ensure compliance should you choose to use Boulevard text messaging functionalities. Without registration, carriers will not accept or deliver messages sent from business phone numbers that aren't registered.

TCR's goal is to vet and verify your business to ultimately protect end users from spam. Once registration is complete, you'll be considered a legitimate and verified sender by TCR. Review the checklist below to ensure the TCR registration process is as quick and seamless as possible.

[JOINBLVD.COM](https://joinblvd.com) →



Company Verification

Boulevard will use the business information you submit to us when filling out your merchant application. This should be submitted exactly as it appears on your state business license.

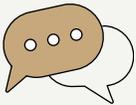
- Company Name
- Address
- Tax ID/EIN
- Phone Number
- Website address



Website Verification

Your company's website needs to meet the TCR compliance regulations. Verify the following:

- Your domain is updated and has not expired
- Your website is complete with no "coming soon" messaging
- Your website domain is active, and secure, using HTTPS rather than HTTP
- Your website does not include any broken links
- You've included "About Us" or "Contact Us" information on your website



Opt-out language on website

If you are collecting clients' phone numbers anywhere on your website, you need to include approved consent language on the page wherein you're collecting client information. Verify the following:

- You've included language that indicates your client consents to receive SMS communications from your business.
- You've included language that states how clients can opt out.
 - Example: "By entering your phone number, you are agreeing to receive text messages from us. Message rates may apply. You can reply STOP to opt-out"
- You've included this language on all pages of your website where a client's phone number is collected.



CBD, Cannabis, or Marijuana Content

TCR checks that there is no offering or mention of prohibited content such as CBD on your website. Verify the following:

- Your website does not include any CBD, cannabis, or marijuana-related products and services.
- Your website does not include any links from your website to another site that mentions these disallowed products and services.

For additional information or questions, please email verification@blvd.co

