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Common Questions Related to Short Code Registry Updates

General

What are the updates that are coming on October 15, 2024, to the Short Code Registry?

The Short Code Registry is making three primary updates on October 15: 1) adding new data fields to enhance the vetting of common short code lessees ("CSC Registrants"), Content Providers, and Brand Clients; 2) defining and adding conditions for the leasing and assignment of Parked Codes; 3) defining and adding conditions for the leasing of Demo Codes.

Why is the Short Code Registry making these updates?

The Short Code Registry has been a trusted messaging channel for over twenty years. The updates to the Short Code Registry are designed to further protect consumers, and promote greater transparency through enhanced vetting and monitoring, which will ultimately benefit all messaging stakeholders.

Who are the relevant stakeholders within the short code ecosystem that may be impacted by these changes?

The changes to the short code application and registration process will largely impact the CSC Registrant, as the entity that executes the Registrant Sublicense Agreement and leases the codes. Some of the new requirements to fill in data fields may also impact the Content Provider and the Brand Client.

Who are CSC Registrants? How are CSC Registrants different from Content Providers?

The **CSC Registrant** is the entity that has executed the Registrant Sublicense Agreement and is financially responsible for all leased codes. The **Content Provider** (if different than the CSC Registrant) is the entity who has a contractual relationship with the Brand Client that is sending messages. They set objectives, ensure that the brand is being properly represented, and make all final decisions in conjunction with their brand client regarding the nature and substance of the content and how customers are to be engaged. For clarity, CSC Registrants may also be Content Providers if they contract directly with Brand Clients. Sometimes there are multiple stakeholders that work together to deliver a short code message. If there are multiple companies that exist between the CSC Registrant and the Brand Client, the Content Provider is the entity who contracts directly with the Brand Client.

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Who are Brand Clients?

Brand Clients are the organizations, enterprises or businesses that are using a short code (through CSCs Registrants and/or Content Providers) to send text messages to consumers.

Who are other critical stakeholders in the CSC Ecosystem?

The Direct Connection Aggregator is the entity that delivers messages to wireless subscribers on a Carrier's network. An **Application Service Provider** is the entity that offers individuals or enterprises access to application software and related services to help them create, launch, and manage messaging campaigns.

Am I required to update all of my existing leased codes on October 15, 2024, with the new required fields?

On October 15, 2024, the Short Code Registry will be updated with the new required fields for CSC Registrants and Brand Clients, as well as with the requirements for Parked Codes and Demo Codes. To help CSC Registrants comply with the Registry changes, only codes that are newly leased or manually renewed on or after October 15, 2024, will be immediately required to provide the additional fields as part of those processes. Existing short codes on auto-renew leases will be subject to changes beginning in January 2025.

When will existing short codes be required to provide Brand Client data field information?

Similar to new codes and manual lease renewals, to assist CSC Registrants with complying with the changes, a window will be provided to facilitate the transition. Existing codes that auto-renew will be subject to changes beginning on January 15, 2025. Thirty calendar days prior to the existing leased code's auto-renewal date, the Short Code Registry will send an email to the CSC Registrant notifying them of the auto-renewal date, as well as the requirement to provide the required fields for the short code (e.g., new fields for Brand Client and Content Provider). CSC Registrants and their Brand Clients will have a sixty (60) calendar day period after the auto-renewal date of the code to provide the requisite fields. Those codes that are not updated with the requisite information within this timeframe will be subject to compliance enforcement and may be suspended or terminated.

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Vetting Updates

Is there a cost to vetting CSC Registrants, Content Providers, or Brand Clients?

The cost of the initial vetting of CSC Registrants, Content Providers, or Brand Clients is covered by the Registry. However, there will be limitations placed on the number of times that a single CSC Registrant, Content Provider, or Brand Client can be submitted to the Short Code Registry for vetting (*e.g.,* multiple resubmissions without correcting invalid data). Subsequent vetting requests may be subject to dispute resolution processes and vetting fees.

Is there a limit to the number of times that CSC Registrants, Content Providers, or Brand Clients can be vetted?

Yes. To ensure the Short Code Registry functions efficiently, and applications are processed in a timely manner, there will be limits on the number of times that CSC Registrants, Content Providers, and Brand Clients can resubmit data for vetting. After two unsuccessful vetting results, the CSC Registrant may pursue dispute resolution through the Short Code Registry. Dispute resolution cannot be pursued until an unsuccessful vetting result has been issued.

Does a Brand Client have to be successfully vetted prior to being assigned to a short code? What about a Content Provider?

Consistent with the timelines for transition outlined above, only those Brand Clients and Content Providers who receive a "Successful" vetting status may be assigned to a code.

What are the vetting statuses that CSC Registrants, Content Providers, and Brand Clients can receive?

Entities can receive the following vetting statuses: "Successful," "Unsuccessful," or "Incomplete." The registry also uses a temporary status of "Pending" when the vetting process is in progress.

Where can I access the vetting statuses for my Brand Clients?

Vetting statuses for Brand Clients will be available through the Short Code Registry in the brand catalog. For "Unsuccessful" and "Incomplete" vetting statuses, additional explanation will accompany the status.

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What should I do if I receive a vetting status of "Incomplete"?

The CSC Registrant should consult their brand catalog for additional information associated with this vetting status. If the CSC Registrant has not sufficiently cured or addressed the issue(s) that triggered the vetting status, a member of the Service Desk will reach out to the CSC Registrant to provide additional support in resolving the issue(s). CSC Registrants will have two opportunities within ten (10) business days to correct the identified issue(s) and resubmit the vetting request. There is no additional cost to the CSC Registrant for the two resubmissions within the ten-day period to attempt to cure the identified issues.

What happens if I do not sufficiently address the issues that triggered the "Incomplete" vet?

If the CSC Registrant does not respond to the "Incomplete" status within the ten-business-day timeframe, or if the identified issues are not sufficiently cured during the ten-day timeframe, the vetting status will be updated from "Incomplete" to "Unsuccessful."

What should I do if I receive a vetting status of "Unsuccessful"?

The CSC Registrant should consult their brand catalog for additional information associated with the vetting status. CSC Registrants are encouraged to contact the Registry's Service Desk for additional information. If this is the first time that the entity has received an "Unsuccessful" status, the CSC Registrant may choose to pursue dispute resolution. Each entity that is submitted for vetting will be limited to two "Unsuccessful" vetting statuses.

What can I expect in terms of timing around Brand Client vetting?

Brand Client vetting will take a few business days from the time of submission. Once the Vetting Agent has produced a vetting status result, the vetting status will be available in the Short Code Registry in the brand catalog.

What is the process to verify an email address?

After a point of contact (POC) email address is submitted, the vetting agent will send an email on behalf of CTIA to the POC contact listed in the record (CSC Registrant, Brand Client, Content Provider). The email will include a PIN code and a link to a verification website. The recipient of the email should click on the website link and enter the PIN code. Please note that the PIN code has a limited shelf life and should be submitted in a timely manner.

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When I transfer an existing code, will the Brand Client transfer as well?

No, Brand Clients will not be transferred from one CSC Registrant to another.

What is the vetting process?

Once the required information is submitted to the Short Code Registry, the information is sent to a Vetting Agent for review. In most cases, the Vetting Agent will produce a vetting status to the Registry within three (3) business days, at which point the CSC Registrant will see an update when they log into the Registry portal.

Parked Codes Updates

What are Parked Codes?

Parked Codes are codes that are leased but the CSC Registrant has not identified an associated Brand Client. Parked Codes are not active.

Why am I required to indicate whether a code is Parked at the time of registration?

Identifying a code as a Parked Code helps to ensure that the Short Code Registry has the most current and accurate data associated with leased short codes. Parked Codes may be subject to enhanced monitoring to ensure that the Short Code Registry receives the necessary updated Brand Client information. Parked Codes allow CSC Registrants the opportunity to secure codes without a Brand Client, which can allow for more streamlined provisioning.

Do I need to pay for Parked Codes?

Yes, Parked Codes will be invoiced thirty days after registration, just like non-Parked Codes, except that the payment receipt for the Parked Code will include language identifying the code as a Parked Code.

Do Parked Codes get a vetting status?

No. Codes do not receive vetting statuses. CSC Registrants, Content Providers and Brand Clients receive vetting statuses.

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How can I generate a new payment receipt once I assign my Parked Code to a Brand Client?

When a Parked Code is assigned to a Brand Client, the CSC Registrant should go into the Registry portal and access the "Edit Application" screen. On this page, the CSC Registrant can add a successfully vetted Brand Client's information to the Parked Code and change it to an active code. Once this process is complete, the CSC Registrant can generate a new invoice and receipt for the Brand Client.

What is the Parked Code Allowance Period?

Parked Codes will be limited to an initial lease period of six months. The Parked Code Allowance Period commences thirty (30) days from the date the code is registered and paid for.

Updates to Demo Codes

What are Demo Codes?

Demo Codes are codes that may only be used for marketing, promotional, or testing purposes.

Can a Demo Code be transitioned to a Parked Code?

No.

Do I need to pay for a Demo Code?

Yes, Demo Codes are subject to the same process as non-Demo Codes.

Is there a limit to the number of Demo Codes that I can lease?

No, there is no limit to the number of Demo Codes that can be leased by a CSC Registrant. Demo Codes should be used according to the use restrictions described in the Registrant Sublicense Agreement and should not be used for active brand campaigns. Demo codes that do not adhere to the use cases and restrictions, will be subject to compliance enforcement.

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Can I transfer Demo Codes?

No, you cannot transfer a Demo Code.

When will the new rules around Demo Codes become effective?

The new rules for Demo Codes will become effective on October 15, 2024. If you have questions about appropriate uses of Demo Codes, please contact the Short Code Registry Service Desk.