Getting your website ready for texting in the United States

What United States carriers look for on your website before they approve your number, how to switch the consent checkbox on in Gorilla Dash, and the wording to put on your forms and policy pages.

Before a United States phone number can send text messages, the carriers review the business behind it. A large part of that review happens on your website. A reviewer opens the page where you collect phone numbers and checks that a person has to agree to receive texts before you send any, and then reads your privacy policy and terms to confirm they say what the carriers require. If any of that is missing, the registration is rejected and your number stays blocked.

This guide explains what the reviewer is looking for, how to turn the consent checkbox on for your enquiry forms in Gorilla Dash, and what to add to your privacy policy and terms pages. It goes with the **US carrier registration** guide, which covers the registration form itself.

What the reviewer is looking for

The carriers work from a fixed list of requirements. Four of them concern your website directly.

Requirement	What it means in practice
A consent checkbox	Every form on your website that collects a mobile number has a checkbox asking the person to agree to receive text messages. The box is empty until they tick it, and it is only about text messages, not part of a general "I accept the terms" box.
Consent wording next to the checkbox	The text beside the box names your business, says what kind of messages they will receive, says that message frequency varies and that message and data rates may apply, explains that they can reply STOP to stop and HELP for help, and links to your privacy policy and your SMS terms.
A privacy policy page	A public page that states that mobile phone numbers and text message consent are not shared with or sold to third parties for marketing purposes. This one sentence is checked for specifically.
An SMS terms page	A public page, or a clearly headed section of your existing terms, that describes your text message programme: what you send, how often, how to stop, how to get help, and that message and data rates may apply.

> The reviewer visits your website as an ordinary member of the public. If the form is on a page that needs a login, or the checkbox only appears for some tribes, they will not find it and will treat it as missing. Check the pages yourself in a private browser window before you submit.

Step 1: put the consent checkbox on your website

YOUR WEB DEVELOPER ADDS THE CHECKBOX

The checkbox lives on your website, so whoever builds and maintains your website has to add it. Ask your web developer to add an SMS consent checkbox, with the wording in the next section, to every form that collects a mobile number, and to send the person's answer through with the enquiry so Gorilla Dash records the consent. Turning the setting on in Gorilla Dash, described below, tells Gorilla Dash what to record and publishes the wording to forms that support it; on its own it does not change a website that has no checkbox.

Gorilla Dash records the answer against the person who submits the form, and websites whose enquiry forms are connected to Gorilla Dash can show the wording and the checkbox from a setting. You set the wording once for the whole organisation, and every tribe uses it unless that tribe has been given wording of its own. A **tribe** is one location, branch or business unit inside your organisation.

1. Select **Settings**, then **Communications Settings**, and open the **SMS** tab.
2. Scroll to the **SMS Legal Message** section and turn on **Enable SMS Legal Message**.
3. Set **SMS Consent Mode** to **Opt-in**. This shows a checkbox that starts empty, which is the only mode the carriers accept.
4. Enter your consent wording in **SMS Legal Message**. A new organisation starts with standard wording already filled in; compare it with the wording in the next section and replace the parts in square brackets. To add the links to your privacy policy and terms, select the words, choose the link button in the toolbar and paste the page address.
5. Enter a **Checkbox Label**, for example *I agree to receive text messages from [Business name]*.
6. Select **Save**, then open a tribe's contact page on your live website and confirm the wording and the empty checkbox appear above the submit button.

ONLY OPT-IN MODE PASSES REVIEW

The other modes exist for countries with different rules. **Opt-out** shows a box that is already ticked, which the carriers reject as consent the person did not give. **Message Only** shows the wording with no checkbox at all, so there is no consent to record. **User Choice / No Opt Selected** shows two options with neither selected, which is accepted but is harder to read on a phone. Use Opt-in unless you have a specific reason not to.

A tribe that has its own wording does not pick up the organisation's. The reviewer may open the page for any tribe, and a single tribe without the checkbox is enough for a rejection, so check each tribe whose contact form appears on your website: select **Tribes**, open the tribe, choose **Settings** and open the **Privacy** tab. Settings opens on **General**, so the SMS options are not visible until you switch tabs. Under **SMS Legal Message**, either choose **Use the organisation settings**, or keep **Set this tribe's own SMS consent wording** and make sure that wording is also in Opt-in mode. Save the tribe after any change.

If the checkbox does not appear on your live form after you save, the form is not reading the setting, and your web developer needs to add the checkbox to the form directly. Give them the wording below and ask them to send the answer with the enquiry. The reviewer only sees what the live page shows, so this step is not finished until you can see the empty checkbox yourself.

Wording for the consent checkbox

The wording has to include every disclosure the carriers look for. The following text does, and you can copy it as it is. Replace the parts in square brackets with your own details and make sure both links open a public page.

> **SMS LEGAL MESSAGE**
> By ticking this box you agree to receive text messages from [Business name] about your enquiry, your orders and occasional offers. Message frequency varies. Message and data rates may apply. Reply STOP at any time to stop receiving messages, or HELP for help. Consent is not a condition of purchase. Your mobile number and your consent are never shared with or sold to third parties for marketing purposes. See our Privacy Policy at [privacy policy link] and our SMS Terms at [SMS terms link].

If you only send account messages such as order updates and appointment reminders, and never offers, say so: replace "about your enquiry, your orders and occasional offers" with "about your enquiry, orders and appointments". What you describe here must match what you told us on the registration form, because the reviewer compares the two.

Step 2: add the required sentence to your privacy policy

Your privacy policy probably already explains what personal information you collect and how you use it. The carriers look for one specific commitment on top of that: a statement that mobile numbers and text message consent are not passed to anyone else for marketing. A general sentence such as "we may share your details with our partners" without this exception is a common reason for rejection, even when the rest of the policy is thorough.

Add a short section headed **Text messages** to your privacy policy, using this wording or your own version of it.

> **PRIVACY POLICY — TEXT MESSAGES SECTION**
> When you give us your mobile number and agree to receive text messages, we use that number to send you the messages you agreed to. We do not share, sell, rent or trade your mobile number or your text message consent with any third party or affiliate for their marketing or promotional purposes. We share it only with the service providers who deliver our messages, and only so that they can deliver them. You can withdraw your consent at any time by replying STOP to any message.

The privacy policy must be on your own website at an address anyone can open. A policy that lives inside a PDF, behind a login, or on a page that blocks automated visitors cannot be checked and counts as missing. If your privacy policy is hosted by a parent company or franchisor, that is acceptable as long as it is public and contains the sentence above.

Step 3: publish your SMS terms

The SMS terms describe the text message programme a person is agreeing to. They can be a page of their own or a clearly headed section of your existing terms and conditions. Either way the page must be public, and you will give its address on the registration form.

The terms need to cover the following points. The wording after the list covers all of them and can be copied.

- The name of your business and what kinds of messages you send.

- How often you send them, or a statement that frequency varies.
- That message and data rates may apply.
- How to stop: reply STOP.
- How to get help: reply HELP, or a support email address or phone number.
- That consent is not a condition of buying anything from you.
- A link to your privacy policy.

SMS TERMS

[Business name] SMS Terms. By opting in you agree to receive text messages from [Business name] about your enquiries, orders and offers. Message frequency varies. Message and data rates may apply; check with your mobile carrier. You can cancel at any time by replying STOP, after which you will receive one final message confirming you have been unsubscribed. For help, reply HELP or contact us at [support email or phone]. Consent to receive text messages is not a condition of any purchase. Carriers are not liable for delayed or undelivered messages. Our Privacy Policy is at [privacy policy link].

DO NOT MENTION AFFILIATE MARKETING OR LEAD SHARING

Terms that describe passing enquiries to partners, affiliate marketing, or buying and selling contact lists are rejected outright, even if your text messages have nothing to do with it. If your general terms contain wording like that, put the SMS terms on a separate page so the reviewer reads only the text message programme.

Step 4: describe it all on the registration form

Once the checkbox is live and both pages are published, go to the registration form in Gorilla Dash. Select **Settings**, then **Communications**, open the **SMS** tab and find **US carrier registration**. If a previous attempt was rejected, choose **Review and resubmit**; otherwise choose **Start US registration**.

- **Website**: your main website address.
- **Privacy Policy** and **Terms & Conditions**: the full addresses of the two pages from steps 2 and 3, starting with https://.
- **How people opt in to receiving them**: a plain description of exactly what a person does to agree. Name the page the form is on, quote the checkbox wording, and say that the box is unticked until they tick it. The **Insert a template that carriers accept** button writes this for you from the details already on the form; edit it so it matches your website.

Describe every way you collect consent, and only the ways you really use. If people can also agree on a paper form at your counter, say what the form asks and where the completed forms are kept; a one-line mention of "verbal consent in person" without any detail is rejected. If your only method is the website form, say so and stop there.

Before you submit, use **Check before submitting**. Gorilla Dash opens both policy pages, reads your opt-in description and example messages, and lists anything a reviewer would object to, with the sentence to add. It is a prediction rather than the carriers' decision, and it cannot see whether the checkbox is actually on your form, so still check the live page yourself.

If the registration is rejected

A rejection shows as **Action needed** on the registration card, with the carriers' reason. Under the reason you will see the carrier error number, the part of your registration they flagged, and a **Learn more** link to Twilio's explanation of that error. This table explains the error numbers that relate to your website.

Error	What the reviewer found	What to do
30909	They could not verify how people agree to receive messages. Usually the checkbox is not on the page, or the description does not name the page, or it lists a way of opting in that is not described properly.	Do step 1 on every tribe, confirm the checkbox is visible on the live site, then rewrite the opt-in description to name the page and quote the wording.
30896	The opt-in description does not match what the reviewer found. Usually the description promises something the live form does not have, such as links to the privacy policy and terms next to the checkbox, or the consent wording does not cover every kind of message in your examples.	Make the live page and the description agree: add what the description promises to the page, or rewrite the description to say exactly what the page shows.
30908 or 30933	The privacy policy could not be opened, or it does not say that mobile numbers are not shared with third parties for marketing.	Do step 2 and make sure the address on the form opens the page without a login.
30882 or 30934	The terms page is missing, not public, or does not describe the text message programme.	Do step 3 and enter the page address on the form.
30924	The wording next to the checkbox is missing one of the required disclosures.	Replace the SMS Legal Message with the wording in this guide.
30925	The checkbox is already ticked when the page loads.	On the tribe's Settings, Privacy tab, change SMS Consent Mode from Opt-out to Opt-in.
30921 or 30919	The website needs a login, is under construction, or gives no idea what the business does.	Give the address of a finished, public page that shows the business and the form.

Correct whatever is named, then choose **Review and resubmit**. The same registration is re-checked, so there is no second fee. Approval after a resubmission usually takes a few days.

Checklist before you submit

- Your web developer has added the SMS consent checkbox to every form on the website that collects a mobile number, and the answer is sent through with the enquiry.
- Every tribe with a form on the website has **Enable SMS Legal Message** on and **SMS Consent Mode** set to Opt-in.
- The live form shows the wording and an empty checkbox, viewed in a private browser window.
- The wording names your business, mentions frequency, rates, STOP and HELP, and links to both pages.
- The privacy policy says mobile numbers and consent are not shared for marketing, and opens without a login.

- The SMS terms page exists, is public, and mentions nothing about affiliates or lead sharing.
- The registration form carries both page addresses and an opt-in description that names the form's page.
- **Check before submitting** reports no blockers.