

TCPScore Compliance Report

Overall score: **27/100** (Grade D) — 1 sample message(s)

Dimension scores

Consent language completeness: **6/20**

Opt-out language in sample messages: **0/18**

Use-case vs sample alignment: **12/14**

Brand identification in messages: **6/12**

Quiet hours / timezone handling: **0/12**

Recordkeeping & suppression readiness: **0/12**

10DLC registration readiness: **3/12**

Prioritized fixes

- [Opt-out language in sample messages] Only 0 of 1 sample message(s) contain opt-out language. This is the #1 rejection reason in 10DLC submissions — add 'Reply STOP' to every message.
- [Opt-out language in sample messages] No HELP keyword found in any sample message. Add 'Reply HELP for help' to at least one.
- [Opt-out language in sample messages] Opt-out language should be an explicit instruction ('Reply STOP to unsubscribe'), not just a mention of the word.
- [Consent language completeness] No 'not pre-checked' language found. Pre-checked boxes are a classic TCPA liability — state explicitly that the box is unchecked by default.
- [Consent language completeness] No message-frequency disclosure found (e.g. 'up to 4 msgs/month'). Carriers and courts expect subscribers to know how often they'll hear from you.
- [Consent language completeness] No STOP/opt-out disclosure in the consent language. The consent itself should tell the subscriber how to stop ('Reply STOP to unsubscribe').
- [Consent language completeness] No HELP disclosure in the consent language ('Reply HELP for help'). CTIA guidelines expect HELP as a standard keyword.
- [Consent language completeness] No 'Msg & data rates may apply' disclaimer found. It's required by CTIA guidelines and expected in 10DLC sample campaigns.
- [Quiet hours / timezone handling] No quiet-hours commitment found (e.g. 'We only text between 9am–8pm local time'). Consumers and carriers expect texts only during reasonable hours — state yours in the consent.
- [Quiet hours / timezone handling] No timezone handling found. Messages should go out in the recipient's local time zone — state it (e.g. 'local time') or your platform must handle it automatically.

Rewritten consent language

By checking this box (unchecked by default) and submitting this form, you consent to receive marketing text messages from Bright Dental at the phone number you provide. Consent is not a condition of purchase. Message frequency varies (up to 4 msgs/month). Reply STOP to unsubscribe, reply HELP for help. Msg & data rates may apply. You may opt out at any time. This consent is separate from our Terms of Service and Privacy Policy, and we keep a timestamped record of your consent.

Rewritten sample messages

Message 1: Bright Dental: Big sale this weekend! 50% off everything. Reply STOP to unsubscribe. Reply HELP for help.

Use case: Marketing (promos, offers, announcements)

Bright Dental sends marketing (promos, offers, announcements) text messages to subscribers who have opted in via our website form. Consent is captured as follows, verbatim from our opt-in form: "By checking this box (unchecked by default) and submitting this form, you consent to receive marketing text messages from Bright Dental at the phone number you provide. Consent is not a condition of purchase. Message frequency varies (up to 4 msgs/month). Reply STOP to unsubscribe, reply HELP for help. Msg & data rates may apply. You may opt out at any time. This consent is separate from our Terms of Service and Privacy Policy, and we keep a timestamped record of your consent." Each message includes our brand name and 'Reply STOP to unsubscribe' / 'Reply HELP for help' opt-out instructions. We honor STOP requests immediately and permanently, and we maintain timestamped consent records. Messages are sent during business hours in the recipient's local time zone.

10DLC pre-submission checklist

- EIN matches your brand exactly (brand registration requires a verified EIN).
- Opt-in form is on a domain you own (not a third-party free form).
- Privacy policy reachable from the opt-in page.
- Consent language: explicit affirmative action, unchecked-by-default box, frequency, STOP + HELP disclosure, 'Msg & data rates may apply'.
- Every sample message contains 'Reply STOP to unsubscribe' (and HELP at least once).
- Use case is the narrowest accurate option — don't default to 'Marketing'.
- Sample messages identify the brand (brand name or domain in every message).
- Quiet hours stated and enforced (e.g. 9am–8pm recipient local time).
- STOP/HELP keywords are actually provisioned and functional in your SMS platform.
- Timestamped consent record (form, IP, date, exact language) stored per subscriber.
- Suppression list wired: STOP requests suppress permanently; numbers on the National DNC are excluded.
- 10DLC fee budgeted: ~\$4.50 brand registration + ~\$41.50 vetting + ~\$1.50–\$10/mo campaign + carrier surcharges.

This report is a best-practice rubric, not legal advice and not a carrier approval guarantee. Verify requirements with your carrier and legal counsel before submitting.