

TCPScore Compliance Report

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

Dimension scores

Consent language completeness: **0/20**

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

Use-case vs sample alignment: **0/14**

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

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

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

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

Prioritized fixes

- [Consent language completeness] No explicit affirmative action found (e.g. 'check this box', 'I agree', 'text JOIN'). TCPA consent requires a clear, affirmative act — not mere proximity of a checkbox.
- [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.
- [Use-case vs sample alignment] Service / transactional messages face lower scrutiny, but every message must still be consent-based and include an opt-out. Good — this is the narrowest accurate pick if your texts are operational.
- [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.
- [Recordkeeping & suppression readiness] No recordkeeping commitment found. TCPA defense requires proof of consent: timestamped records of what each number agreed to (form, IP, date, exact language). State that you keep them.

Rewritten consent language

By checking this box (unchecked by default) and submitting this form, you consent to receive service updates and reminders from Example 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. Privacy Policy: [example.com](#)

Rewritten sample messages

Message 1: Example: hello. Reply STOP to unsubscribe. Reply HELP for help. Reply HELP for help.

Use case: Service / Transactional (appointments, orders, status)

Example sends service / transactional (appointments, orders, status) 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 service updates and reminders from Example 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. Privacy Policy: example.com" 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.