

Appendix 2: Standard Rate Advertising

CTIA Standard Rate Shortcode Violations and Actions Required					
	MMA ID	Guidelines	Violations	Sev	Actions Required
Program	CCS-25; CCS-265	Advertising may <i>not</i> promote unapproved or inappropriate content as defined by individual carriers (e.g., illegal drug use, explicit sexual content, violence, profanity, hate speech).	Advertises inappropriate violent or adult content	0	Remove references to inappropriate violent or adult content
			Implies inappropriate violent or adult content will be available	0	Remove implication of inappropriate violent or adult content
			Contains profanity or hate speech	0	Remove profanity or hate speech
			Contains or promotes illegal drug use	0	Remove all reference to illegal drugs
	n/a	Advertising must match the approved program as described in the CSC registry.	Fails to match approved program in CSC registry	1	Remove unapproved program elements or update CSC registry
	SPR-AP-B	Advertising must <i>not</i> contain superimposed text.	Contains superimposed text or graphics	1	Correct superimposed text or graphics
	CCS-240	Advertising must disclose the product quantity or the frequency with which the user may expect to receive messages (e.g., "You will receive content [daily], [5 per week], [30/month], [no more than 30 per month]") as part of the main offer.	No product quantity or service delivery frequency	1	State product quantity or service delivery frequency
	CCS-84	Advertising must contain program sponsor information (i.e., program name, company name, or brand).	Content provider not identified	1	Identify content provider, program sponsor, company name, or associated brand
	CCS EG; SPR-AP-B	Advertising must include a description of the actual product or service (e.g., "You will receive [jokes], "[reminders], "[chat messages]") as part of the main offer.	No service description	2	Describe service in advertising
ATT-AU-17	Display only carrier logos distributed from or approved by the carriers. Ensure that <i>no</i> AT&T logos are present in advertising.	Misuse of AT&T Mobility logo	2	Remove AT&T logo	
VZW-4; VZW-48	Display only carrier logos distributed from or approved by the carriers. Ensure that "Verizon Wireless" is used in advertising. References to Verizon Wireless must <i>not</i> appear as "Verizon" or "VZW."	Misuse of Verizon Wireless name, logo, or both	2	Remove Verizon name, logo, or both	
Pricing	CCS-30; CCS-119	Use of the word "free" varies by carrier. However, when no fees or charges other than standard messaging and data charges apply, synonyms are supported (e.g., "complimentary," "bonus"). The word "free" and all related terminology must be accompanied by the phrase "Msg&Data Rates may apply."	Improper use of the term <i>free</i>	1	Remove the term <i>free</i>

CTIA Standard Rate Shortcode Violations and Actions Required <i>continued</i>					
	MMA ID	Guidelines	Violations	Sev	Actions Required
T&Cs	SPR-AP-B	Privacy statement or link to privacy policy must be present in advertising.	No privacy policy or link to privacy policy	1	Add Privacy Statement or link to Privacy Statement in advertising
	CCS-89	If a checkbox is used to indicate user acceptance of the terms and conditions, the checkbox may not be prechecked.	Prechecked T&Cs	1	Uncheck T&Cs acceptance box
	CCS-83	Terms and conditions must contain HELP instructions in bold lettering.	No HELP information	1	Display HELP command, toll-free number or email address on opt-in page
			HELP information indistinguishable from promotional or T&Cs text	2	Display HELP information in bold typeface
	CCS-82	Terms and conditions must display STOP instructions in bold lettering.	No opt-out information	2	Display STOP as opt-out command on opt-in page
			Incorrect opt-out information	2	Display STOP as opt-out command
			Opt-out information indistinguishable from promotional or T&Cs text	2	Display opt-out information in bold typeface
Charges and Billing	CCS-85	Advertising must disclose additional carrier charges clearly. The text "standard rates may apply" is no longer acceptable. Approved language includes: "Message and Data Rates May Apply," "Msg&data rates may apply," "Msg&data rates may apply."	No mention that message and data rates may apply	2	Disclose that message and data rates may apply