[Assign a Permission Set](#)

The Permission Sets are preset by SMS-Magic while the Custom Permissions are customized permissions based on the requirements of the user's organization.

Assign these permission set to users to provide access to SMS-Magic Objects.

Available Permission Sets:

SMS Converse Conversation User: Provides permissions for objects and fields to users required to send messages using SMS-Magic converse.

SMS Converse Template Author: Provides permissions for objects and fields to users required to edit and create SMS-Templates using SMS-Magic Converse.

SMS Converse Permission Set: Superset of the above-mentioned Permission Sets. Provides permissions for all the objects and fields to use SMS-Magic Converse, Recommended for Admin Users.

To manage permission set assignments to users, follow the instructions at [Manage Permission Set Assignments](#).

[Assign Custom Permissions](#)

You can assign custom permission to profiles of your Salesforce Org to control access of features of SMS-Magic Objects. For more information about custom permissions and how to **create**, **edit**, and **remove** permission sets, see [Custom Permissions](#).

The following are key use business use cases that would help you to get started on user permissions.

Use-cases	Salesforce Permissions (MOC)	Permission Sets (Users)	Custom Permission (Profiles)

Conversation User: Ben is a sales agent and wants to interact with an Opportunity through SMS on SMS Magic Converse App with pre-defined templates	Read Access to Opportunity — Object-defined through MOC	SMS Converse Conversation User	AllowToUseSMSInsight, AllowToSendMMS, AllowToChangeConversationOwner, AllowToTakeActionOnConversation,
Campaign User: Seema is a marketing associate and she wants to run recurring campaigns	Read Access to Campaign Object-defined through MOC	SMS Converse Conversation User	AllowToSendBulkMessage, AllowToSendCampaignMessage, AllowToSendListViewMessage, AllowToSendMMS, AllowToScheduleMessage, AllowToScheduleRecurringMessage,
Automation User: Shelly wants to run promotional offer notifications on SMS for its customers	Read Access to Contacts Object-defined through MOC	SMS Converse Conversation User	AllowToUseSMSInsight, AllowToSendMMS
Admin User: Rony is salesforce consultant to the Org and he handles all configuration and needed to setup custom templates for sales, marketing, etc.		SMS Converse Template Author	AllowToEditSMSSettings
Conversation User: Morgan is the boss of Jen and he interacts with healthy prospects with opportunity value > $10k	Read Access to Opportunity defined through MOC	SMS Converse Conversation User	AllowToUseSMSInsight, AllowToSendMMS, AllowToChangeConversationOwner, AllowToTakeActionOnConversation, AllowToChangeTemplateSelection, AllowToChangeOptout

Admin User: Rony is tasked to assign 4 sender ID to Sales team, 4 to service team, 2 to marketing team and restrict its usage to these teams

SMS Converse Permission Set   AllowToEditSMSSettings