

How Text Messaging Compliance Works



Based on the most stringent regulations of GDPR



1

You must get consent to send text messages to your audience.

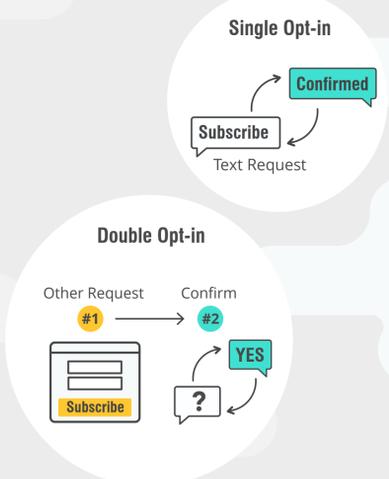
The days of random blasts are over. Compliance demands you capture consent before you communicate, or face significant fines and penalties.



2

You need both Single and Double Opt-ins

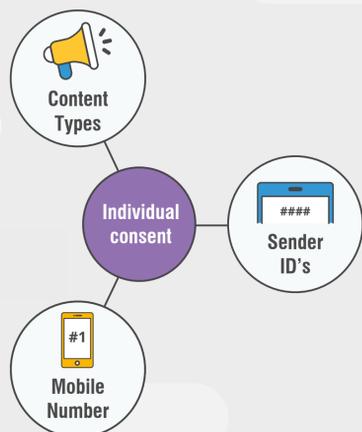
If someone texts you a keyword to opt-in, you only need to confirm. Otherwise, use a double opt-in to be sure.



3

Consent is for specific content, message types & phone numbers.

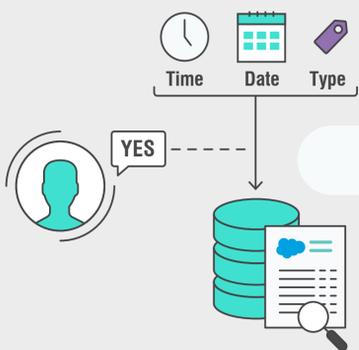
You can't send marketing info to a lead who consented to product updates. Nor can you send product info to a different number for that lead.



4

Consent has to be time stamped, recorded and saved.

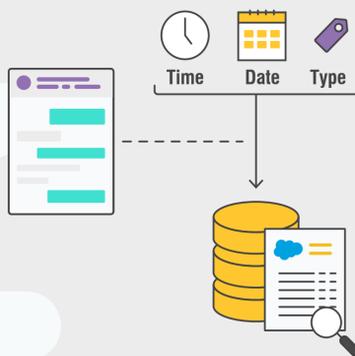
Saying someone checked a box is not compliance. Save the time, date and type of consent into each Salesforce record.



5

Every message must also be recorded in an audit trail.

Every sent and received message must also be saved, including time stamps, as part of the audit trail.



6

You must provide requested information, even without consent.

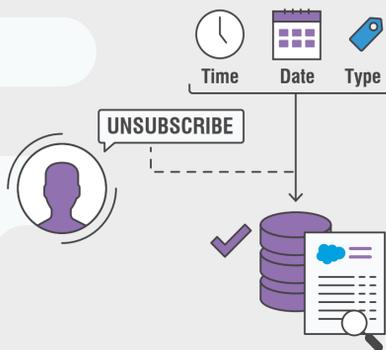
Gated content is no more. If an EU data subject requests a white paper, you have to share it, then delete their information. Every time.



7

Honor an opt-out, time stamp and save it in an audit trail.

Managing opt-outs is as important as consent. A full audit trail is required for the opt-out, and you must cease all outbound messages.



8

Personal data cannot be saved.

When someone requests that you delete ALL of their data, you must comply and share an audit trail as evidence.



9

Automated compliance solutions are much more effective at assuring consent to protect you from excessive penalties.

Custom coding a compliance solution is expensive and risky. That's why Converse includes an Assured Compliance app, so you don't have to.

Compliance Set-up

