



Text Message Compliance

What is texting compliance? Compliance is following the industry regulations that protect your message recipients.

Your goal is to create amazing marketing campaigns or improving operational communications, not worry about navigating a complex landscape of rules and regulations. To help you do that, K Launch is constantly evolving its platform and customer support to ensure your text messaging is in line with the current industry best practices, CTIA recommendations, and government rules and regulations.

4 Built-In Compliance Features That K Launch Offers:

1. SIMPLIFIED OPT-OUTS

Our software includes built-in logic that automatically removes a contact from all future communications when they text STOP to your registered phone number or short code. This keeps you compliant without requiring you to remove the contact manually.

2. AUTOMATED DISCLOSURE

When a subscriber opts into your campaign using a keyword, we immediately provide you with the opportunity to display the legally required disclosures on message content and frequency. Required Disclosures may vary depending on the campaign, but may include an opt out, a HELP or INFO keyword to learn more, company identification information, and the expected number of messages to be received for recurring customer journeys.

3. IDENTITY VERIFICATION

We grant user's the ability to easily verify their identity and build user trust by including their company or organization's name in the subject line of a message, or by attaching logos and other brand relevant imagery via MMS messaging.

4. EXTRA PROTECTION WHEN YOU NEED IT

Double opt-ins are required in certain situations, such as when sending age-gated content. We make it available to all of our clients as an additional safeguard to prevent sending inappropriate or unwanted messages.

How K Launch Leads the Industry in Limiting Compliance Risk:

1. INVESTING IN EARLY DETECTION METHODS

- **Intelligent Monitoring:** Using machine learning and artificial intelligence, messages are automatically reviewed for spam, phishing, and other inappropriate content. We aim to find problems early so that we can work with our customers to make the necessary edits before they are received by subscribers.



- **Oversight:** We have manual review processes in place to help prevent content violations. While our customers are ultimately legally responsible for message content, we take steps to help prevent errors and educate our customers on legal constraints.

2. DEVELOPING INDUSTRY-WIDE REGULATIONS

- **Compliance Pioneers:** K Launch was the first to embed built-in opt-in/opt-out logic within a self-service platform. Today, our software goes above and beyond TCPA and government regulations to help you collect and manage contacts in a compliant manner.
- **Industry Leadership:** We have been heavily involved in developing the [CTIA's Messaging Principles and Best Practices](#) and [M3AAWG's Mobile Messaging Best Practices for Service Providers](#).

3. OFFERING SAFE MESSAGING RESOURCES FOR CUSTOMERS

- **Dedicated Team:** We take customer compliance so seriously that we have an entire in-house team dedicated to messaging security and compliance.
- **Compliance Consulting:** We provide access to in-house compliance specialists who can offer an overview of compliance best practices as well as answer any questions you may have. Please contact us at k3i@keraunouc.com to learn more.