

SMS Campaign Policy

Effective Date: January 2026

This policy ensures your messages reach customers, maintain high deliverability, and comply with messaging regulations. All campaigns sent through Universell must adhere to these standards.

1. Consent Requirements

Only message recipients who have explicitly agreed to hear from you.

- Obtain clear, written opt-in before sending promotional messages
- Double opt-in is strongly recommended for higher quality engagement
- Keep records of how and when each contact consented
- Never use purchased, rented, or scraped contact lists

2. Message Content Standards

Every message must be honest, relevant, and clearly from your business.

- Identify your business name in each message
- Provide genuine value to recipients
- Ensure all claims are truthful and accurate
- Avoid misleading or deceptive content

Prohibited Content

Messages must not contain:

- Scams, phishing attempts, or fraudulent schemes
- Illegal products or services
- Adult or explicit content
- Hate speech or discriminatory content
- Violence or harmful content

3. Sending Frequency & Timing

Respect your customers' time and attention.

- **Recommended frequency:** 3–6 messages per month (unless customers explicitly request more)
- **Timing:** Send only during reasonable local hours (typically 9 AM – 8 PM)
- Avoid excessive or repetitive messaging that may be perceived as spam

4. Opt-Out & Unsubscribe

Make it easy for customers to stop receiving messages.

- Include clear opt-out instructions in every campaign (e.g., "Reply STOP to unsubscribe")
- Process opt-out requests immediately and automatically
- Never send messages to contacts who have unsubscribed
- Honor opt-out requests permanently unless the contact explicitly opts back in

5. Deliverability Best Practices

Follow these guidelines to maximize message delivery:

- Use professional, clear language
- Avoid spam triggers (excessive CAPS, !!!, \$\$\$, etc.)
- Keep messages concise with a single, clear call-to-action
- Ensure your registered business name and campaign details are accurate
- Test messages before sending to large audiences

6. Monitoring & Enforcement

Universell actively monitors all SMS campaigns for compliance and quality.

Violations may result in:

- Campaign pausing or filtering
- Reduced deliverability due to carrier blocking
- Account suspension or termination
- Legal liability for non-compliance with local regulations

Our compliance team may request sample messages, opt-in records, or campaign details for review at any time.

Why This Matters

Following this policy benefits your business:

-  **Higher delivery rates** – Your messages reach more customers
-  **Better engagement** – Recipients trust and respond to your messages
-  **Carrier approval** – Avoid filtering and blocking
-  **Improved ROI** – Quality messaging drives better results
-  **Legal compliance** – Stay aligned with TCPA, GDPR, and local regulations

Your Agreement

By creating and sending SMS campaigns through Universell, you acknowledge that you have read, understood, and agree to comply with this policy and all applicable local, national, and international messaging regulations.

Questions? Contact our compliance team at support@mybmr.com

This policy may be updated periodically. Continued use of the platform constitutes acceptance of any changes.