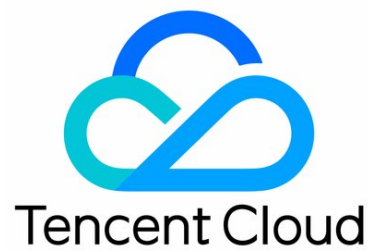


Short Message Service Review Standards Product Documentation



Copyright Notice

©2013-2019 Tencent Cloud. All rights reserved.

Copyright in this document is exclusively owned by Tencent Cloud. You must not reproduce, modify, copy or distribute in any way, in whole or in part, the contents of this document without Tencent Cloud's the prior written consent.

Trademark Notice

 Tencent Cloud

All trademarks associated with Tencent Cloud and its services are owned by Tencent Cloud Computing (Beijing) Company Limited and its affiliated companies. Trademarks of third parties referred to in this document are owned by their respective proprietors.

Service Statement

This document is intended to provide users with general information about Tencent Cloud's products and services only and does not form part of Tencent Cloud's terms and conditions. Tencent Cloud's products or services are subject to change. Specific products and services and the standards applicable to them are exclusively provided for in Tencent Cloud's applicable terms and conditions.

Contents

Review Standards

Notes

Signature Review Standards

Body Template Review Standards

Sample Body Templates

Review Standards Notes

Last updated : 2021-06-21 11:18:02

Verification Mode

Identity verification overview

Tencent Cloud [identity verification](#) consists of individual and organizational identity verification. **Different verification modes correspond to different SMS features. We recommend you select an identity verification mode based on your actual account ownership.**

Type	Object	Account Ownership	Operation Guide
Individual identity verification	Individual	Individual	Individual Identity Verification Guide
Organizational identity verification	Enterprises, government, public institutions, schools, and organizations	Organization	Organizational Identity Verification Guide

If you have completed individual identity verification for your account, you can apply for a change to organizational identity. Users who haven't completed identity verification cannot purchase resources in Mainland China.

Differences in rights

Feature	Individual User	Organizational User
Free package	100 Mainland China SMS messages are gifted free of charge upon activation of the service for the first time	1,000 Mainland China SMS messages are gifted free of charge upon activation of the service for the first time
Regular Mainland China SMS	Supported	Supported
Marketing Mainland China SMS	Not supported	Supported
Global SMS	Supported	Supported
Signature type	If the signature is owned by an individual, the following signature types are not supported: company, trademark, and government/public institution/other	If the signature is owned by an enterprise or public institution, all signature types are supported
Body template	A variable can contain up to 12 characters One Chinese character, letter, digit, punctuation mark (in either fullwidth or halfwidth form), or space will be calculated as one character	There is no limit on the number of characters in each variable, but a template cannot contain only variables
Custom rate limit control	Not supported	Supported
Signature and body template APIs	Not supported. Signatures and body templates can be managed only in the SMS console	Supported

Review Standards

An SMS message consists of a signature and a body. Before sending an SMS message, you need to create an SMS signature and an SMS body template.

Component	Description	Review Standard
Signature	An SMS signature must conform to its owner's attributes. You need to provide the corresponding qualification certificates when creating a signature, which can be used only after it is approved.	Signature Review Standards
Body content	You must apply for an SMS body template for the SMS content in advance, which can be used only after it is approved. The template allows you to use variables to customize the SMS content, and the message meaning and scenario must be identifiable through the text content (excluding variables).	Body Template Review Standards

Review Process

Review duration

Generally, the review result will be returned in about 2 hours after you create an SMS signature or body template (review hours: 9:00-23:00 everyday).

If you urgently need to use the SMS feature, please [submit a ticket](#), and we will expedite the review.

Review status description

- Pending review: you have submitted an SMS signature or body template, and it is waiting for review. The review result will be returned in about 2 hours.
- Approved: your SMS signature or body template has been approved. If both of them are approved, you can start sending SMS messages.
An approved body template does not necessarily mean that messages will be successfully delivered (as ISPs also have sampling-based review mechanisms). If your SMS message fails to be sent, you can consult [SMS Helper](#) for assistance.
- Rejected: your signature or body template is rejected for some reasons.
You can log in to the [SMS](#) console and click **View Failure Reason and Modify** next to the target signature or template to view the specific reason for rejection. You can also [submit a ticket](#) for assistance.

Suspension Rules

We will review the SMS signature and body template you create and monitor and check the content of actually sent SMS messages to prevent any violation of applicable national laws and regulations.

If non-compliant SMS content is found, your account will be suspended, and your security deposit will be deducted, or you will be held liable according to the actual situation. After your account is suspended, you cannot continue to use the SMS service and cannot apply for reactivation in the future, and unused SMS service packages in your account cannot be used.

Please strictly comply with the requirements in [SMS Signature Specifications](#) and [SMS Body Template Specifications](#), strengthen your business security, and send compliant SMS messages.

Signature Review Standards

Last updated : 2021-07-16 11:20:23

Signature Type

You must select the signature type when creating a signature:

Signature Type	Signature Content	Requirements and Application Description
Company	Full company name or abbreviation	-
App	Application name or abbreviation	Application description: enter a link to the display page of the application on any application store/market.
Website	Website name or abbreviation	Application description: enter a website domain name that has an ICP filing.
WeChat Official Account or WeChat Mini Program	WeChat Official Account name or WeChat Mini Program name	Requirements: the WeChat Official Account or WeChat Mini Program must have been released and can be found in WeChat. Application description: enter the full name of the WeChat Official Account or WeChat Mini Program.
Trademark	Trademark name or abbreviation	-
Government/public institution/other	Government/public institution/organization name or abbreviation	-

Content Specifications

- The signature content cannot contain non-compliant information such as information related to pornography, gambling, drugs, religion, and politics.
- The organization or individual to which the signature belongs must be identifiable. Non-identifiable signatures are not allowed.
- A Mainland China SMS signature consists of "[" and signature content in the format of [signature content] . The signature content can contain 2-12 Chinese characters, letters, or digits (excluding "["). We recommend you use Chinese for the content of Mainland China SMS signatures as much as possible.
- A Global SMS signature consists of "[" and signature content in the format of ¥[signature content] . The signature content can contain 2-15 characters (excluding "[").

Note :

You only need to enter the signature content when applying for an SMS signature in the [console](#) and don't need to enter "[" or "[". For example, the complete Mainland China SMS signature of Tencent Cloud is [Tencent Cloud] , and you only need to submit the signature content Tencent Cloud when applying for the signature. The complete Global SMS signature of Tencent Cloud is ¥ [Tencent Cloud] , and you only need to submit the signature content Tencent Cloud when applying for the signature.

Third-Party Rights

- If user A creates a signature for self-use, and the signature's owner is user A, then no third-party rights will be involved.
- If user A creates a signature for company B, and the signature's owner is company B, then third-party rights will be involved. In this case, please select **For others** as the signature purpose, and company B needs to give user A an authorization letter, on which

company B is the delegator, user A is the delegatee, and company B's official stamp must be affixed.

Note :
Currently, only enterprises and public institutions are allowed to authorize others to apply for a signature for them.

Certificate File Specifications

- All certificate files must be images of the originals, i.e., the official stamps in the images must be red.
- All certificate materials must be within their validity period and have no alterations.
- Certificate files must be .jpg , .jpeg , or .png images within 5 MB in size each.
- If third-party rights are involved, the standard [authorization letter](#) provided by the SMS service must be used.

Certificate File List (for Signatures for Self-Use)

Organizational user

- When creating a signature for self-use **for the first time**, you need to upload the following certificate materials:

Signature Type	Organizational Development/Registration	Individual Development/Registration
Company	You need to upload one of the following enterprise or public institution certificates : <ul style="list-style-type: none"> ◦ Three-in-One ◦ Business license ◦ Organization code certificate ◦ Social credit code certificate 	N/A
App		You need to upload a screenshot of the application store/market backend
Website		You need to upload a screenshot of the website ICP filing backend
WeChat Official Account or WeChat Mini Program		You need to upload a screenshot of the ownership of the WeChat Official Account or WeChat Mini Program : <ul style="list-style-type: none"> ◦ WeChat Official Account: screenshot of the **Account Information** > **Account Details** page ◦ WeChat Mini Program: screenshot of the **Settings** > **Basic Settings** page
Trademark	You need to upload the trademark registration certificate	N/A
Government/public institution/other	You need to upload one of the following enterprise and public institution certificates : <ul style="list-style-type: none"> ◦ Organization code certificate ◦ Social credit code certificate ◦ Legal person certificate of public institution 	

- If you want to create another signature for self-use when you already have such a signature, you need to upload the following certificate materials:

Signature Type	Organizational Development/Registration	Individual Development/Registration

Company	No certificate materials needed	N/A
Government/public institution/other		
App		You need to upload a screenshot of the application store/market backend
Website		You need to upload a screenshot of the website ICP filing backend
WeChat Official Account or WeChat Mini Program		You need to upload a screenshot of the ownership of the WeChat Official Account or WeChat Mini Program: <ul style="list-style-type: none"> ◦ WeChat Official Account: screenshot of the **Account Information** > **Account Details** page ◦ WeChat Mini Program: screenshot of the **Settings** > **Basic Settings** page
Trademark	You need to upload the trademark registration certificate	N/A

Individual user

When creating a signature for self-use, you need to upload the following certificate materials:

Signature Type	Certificate File
App	You need to upload a screenshot of the application store/market backend
Website	You need to upload a screenshot of the website ICP filing backend
WeChat Official Account or WeChat Mini Program	You need to upload a screenshot of the ownership of the WeChat Official Account or WeChat Mini Program: <ul style="list-style-type: none"> • WeChat Official Account: screenshot of the **Account Information** > **Account Details** page • WeChat Mini Program: screenshot of the **Settings** > **Basic Settings** page

Certificate File List (for Signatures for Others)

When creating a signature owned by an enterprise or public institution, you need to upload the following certificate materials:

Note :
Currently, only enterprises and public institutions are allowed to authorize others to apply for a signature for them.

Signature Type	Certificate File
----------------	------------------

Company	You need to upload the authorization letter and one of the following enterprise and public institution certificates of the entity that owns the signature : <ul style="list-style-type: none">• Three-in-One• Business license• Organization code certificate• Social credit code certificate
App	
Website	
WeChat Official Account or WeChat Mini Program	
Trademark	You need to upload the authorization letter and trademark registration certificate
Government/public institution/other	You need to upload the authorization letter and one of the following enterprise and public institution certificates of the entity that owns the signature: <ul style="list-style-type: none">• Organization code certificate• Social credit code certificate• Legal person certificate of public institution

Related Information

- [Review process](#)
- [Suspension rules](#)
- [Body template review standards](#)
- [FAQs about signature](#)

If you have any questions about the signature review standards, please [submit a ticket](#).

Body Template Review Standards

Last updated : 2021-06-21 14:12:43

Note :

Should you violate the Terms of Service, Tencent Cloud has the right to unilaterally take measures such as restricting, suspending, or terminating the service provided to you or suspending your account (without reactivation) at any time in accordance with the Terms of Service. For subscribed packages, no unsubscription/refund will be allowed, regardless of whether they have been used. Tencent Cloud reserves the right to hold you legally liable for any serious impacts or consequences arising therefrom. Please strictly comply with the Terms of Service, strengthen your business security, and send compliant SMS messages.

Review of an SMS body template generally consists of the following parts:

- **Content review:** compliance of the SMS template content is reviewed.
- **Variable review:** compliance of SMS template variables is reviewed.
- **Review based on specific specifications:** compliance of different types of SMS messages (notification, verification code, marketing SMS, etc.) with special specifications is reviewed.

Common Specifications

Content specifications

Type	Specification
Format restrictions	<ul style="list-style-type: none"> • The total length of an SMS message (containing the actual values of the signature and variables) cannot exceed 500 characters. Each Chinese character, letter, digit, punctuation mark (in either fullwidth or halfwidth form), or space will be calculated as one character. • "[" is not supported in order to avoid confusion with the signature. • ¥, ★, and special combination symbols entered by keystrokes (such as ^_^&, ☞, ✓, and ※) are not supported, as they may cause garbled text in the SMS message.
Content specifications	<p>The template must reflect the actual business, and the message meaning and scenario must be identifiable through the text content (excluding variables).</p> <ul style="list-style-type: none"> • Any finance-related content (verification code, notification, and marketing SMS) is prohibited. • Sending illegal and non-compliant content is prohibited. • Sending unsolicited invitations, such as invitations for signup or membership, is prohibited. • For the real estate and education industries, only verification codes can be sent currently. • Any link in a message must be a URL with an ICP filing in the form of constant (fixed values). • It is prohibited to send messages related to the following: stock, immigration, job interview, lottery, rebate, lucky draw, loan, debt collection, investment and wealth management, gambling, lottery winning, drugs, politics, legal right protection, crowdfunding, charitable donation, religion, superstition, funeral, click farming, websites for sending empty packages, one-dollar lucky draw, one-dollar flash sales, counterfeit products, healthcare, plastic surgery, beauty, club, bar, foot massage, violence, intimidation, pornography, fur, exam cheating, decoration (including building materials and home furnishings), trademark registration, group joining, friend adding on QQ or WeChat, dating, personal information selling, promotional SMS channel, game promotion, exhibition promotion, website promotion, coupon promotion, card promotion, insurance promotion, credit limit increasing, cashback and rebate, invoice, positive review invitation, alcohol, user acquisition, and user reactivation.

Variable specifications

The SMS body template can contain variables, through which you can enter custom SMS content.

Type	Specification
Format	{Digit} in the order of {1} , {2} , and so on.

Type	Specification
Other specifications	<ul style="list-style-type: none"> A template cannot contain only variables. For body templates created by individual users, the value for each variable can contain up to 12 characters. For those created by organizational users, there is no length limit on the value for each variable. A template cannot contain any link variables (including short URLs), such as <code>www.{1}.com</code>. Variables cannot be used to pass through links (including short URLs), that is, the variable values cannot be set to links (including short URLs).

Special Specifications

In addition to the common specifications, there are also special specifications for different types of SMS body templates as detailed below:

SMS Type	Content Specification
Regular SMS (verification code)	<ul style="list-style-type: none"> Mainland China SMS verification code messages must contain the keyword verification code, and Global SMS verification code messages must contain the keyword code. The variable in an SMS verification code template can contain only 0–6 digits. In addition to the common specifications, it is also prohibited to send marketing and promotional content and links, including internal business promotion information of ISPs.
Regular SMS (notification)	In addition to the common specifications, it is also prohibited to send marketing and promotional content and links, including internal business promotion information of ISPs.
Marketing SMS	<ul style="list-style-type: none"> The body template must have an unsubscribe method at the end that supports replying "TD", "T", "N", etc. to unsubscribe. In addition to the common specifications, four more types of marketing SMS messages (education, real estate, finance, and loan) are prohibited. Marketing SMS messages to non-member users are prohibited in addition to the common specifications. Marketing SMS messages should be sent between 8:00 and 22:00 and avoid sending at nighttime as much as possible to reduce user complaints.

Related Information

- [Review process](#)
- [Suspension rules](#)
- [Signature review standards](#)
- [FAQs about body template](#)

If you have any questions about the body template review standards, please [submit a ticket](#).

Sample Body Templates

Last updated : 2021-06-21 11:15:03

Examples in this document are for reference only. Please create an SMS body template in compliance with your actual business needs and the [body template review standards](#).

Verification Code SMS Template

Use Case	Template Example
Login/Authentication	Your login verification code is {1}. Please enter it within {2} minutes. If the login was not initiated by you, please ignore this message.
	Your verification code is {1}. If the login was not initiated by you, please do not disclose it.
	Your verification code is {1}. Please enter it within 5 minutes and do not disclose it to anyone.
Signup	Your verification code is {1}. You are signing up as a member. Thank you for your support!
Password resetting	Your dynamic verification code is {1}. You are resetting your password. If the resetting was not initiated by you, please ignore this message.
Password retrieval	You are retrieving your password, and your verification code is {1}. Please enter it within 5 minutes and do not disclose it to anyone.
Mobile number changing	You are changing your registered mobile number, and your verification code is {1}. Please enter it within 5 minutes and do not disclose it to anyone for your account security.
Information change	Your verification code is {1}. You are changing your account information. Please keep the information private.

Related Information

- [Review process](#)
- [Suspension rules](#)
- [Signature review standards](#)
- [Body template review standards](#)
- [FAQs about signature](#)
- [FAQs about body template](#)

If you have any questions about the body template review standards, please [submit a ticket](#).