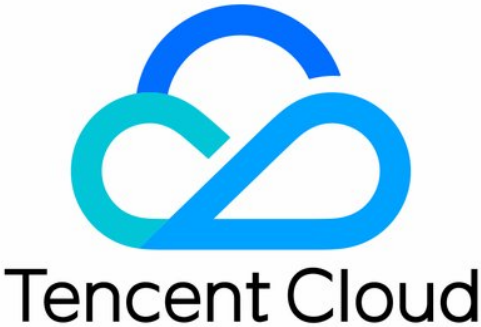
Short Message Service

Review Standards

Product Documentation



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Review Standards Notes

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Verification Mode

Identity verification overview

Tencent Cloud identity verification consists of individual and organization 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 Verification	Individual	Individual	Individual Verification Guide
Organization Verification	Enterprises, government, public institutions, schools, and organizations	Organization	Organization Verification Guide

If you have completed Individual Verification for your account, you can apply for a change to organizational identity. Users who haven't completed identity verification cannot purchase resourcesin the Chinese Mainland.

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,	If the signature is owned by an

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	the following signature types are not supported: company, trademark, and government/public institution/other	enterprise or public institution, all signature types are supported
Body template	A variable can contain up to 12 charactersOne 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 frequency 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 time (Beijing time): Monday to Friday: 9:00 - 21:00; Saturday and Sunday: 9:00 - 18:00 (extended during

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statutory holidays).).

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.

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Signature Review Standards

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Signature Type

You must select the signature type when creating a signature:

Signature Type	Signature Content	Application Description (Optional)
Company	**Full company name** or **abbreviation**	-
App	**Application name** or **abbreviation**	You can enter a link to the display page of the application on any application store/market.
Website	**Website name** or **abbreviation**	You can 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**	The WeChat Official Account or WeChat Mini Program must have been released and can be found in WeChat. You can 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 Global SMS signature consists of "[]" and signature content in the format of `\\[signature content]`. The signature content can contain 2–15 characters (excluding "[]").

Note:

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You only need to enter the signature content when applying for an SMS signature in the console and don't need to enter "[]".
For example, 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 verified entities, 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 unverified entities** 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 Verified Entities)

Organizational user

When creating a signature for verified entities **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: 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

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		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: 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: Organization code certificate Social credit code certificate Legal person certificate of public institution	

If you want to create another signature for verified entities 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:

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		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 verified entities, 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:** 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 Unverified Entities)

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:** Three-in-one Business license Organization code certificate
App	
Website	
WeChat Official Account or WeChat	

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Mini Program	Social credit code certificate
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: 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.

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Body Template Review Standards

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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	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	The template must reflect the actual business, and the message meaning and scenario must be identifiable through the text content (excluding variables). 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.

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	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.
Other specifications	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 `www.{1}.com`. 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)	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.

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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	The body template must have an unsubscription 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

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FAQs about body template

If you have any questions about the body template review standards, please submit a ticket.

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Sample Body Templates

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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	Sample Template
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

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Reasons for Rejection

Template Rejection and Solutions

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Error Category	Error Subcategory	Description	Solution
SMS Type Error	Incorrect SMS type	Specify the SMS type as notification for a marketing message.	Select a correct SMS type according to message content.
SMS Content Error	Incorrect variable format	Incorrect variable format	Use “{digit}” (in halfwidth form) as variables in the order of “{1}”, “{2}”, and so on.
			Do not set local variables such as “www.${1}.cn” and “186${2}1234”.
	Containing unsupported symbols.	Unsupported symbols (such as ￥, ★, ^_^, &, √, and ※) may result in garbled message content.	Delete unsupported symbols in a template. Delete the “【】” symbol in the template. Otherwise, the message may not be successfully delivered.
	Unclear content.	A variable-only template, or a template that contains few fixed texts and too many variables. The values of variables are too large, making it hard to identify the business scenario.	A variable-only template is not supported. Please set variables based on your actual needs and use as many fixed texts as possible to make the message content and the business scenario more identifiable.
	Lacking required keywords.	No unsubscription keyword (TD, T, or N) is contained in a marketing message.	A marketing message must contain a keyword (TD, T, or N) so that recipients can reply to the message with the keyword to unsubscribe.
		The keyword "verification code" (in Chinese) is not contained in Chinese mainland verification code messages, or the	Please add the keyword "verification code" (in Chinese) to Chinese mainland verification code messages and the keyword “code” to global verification code messages.

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		keyword “code” is not contained in global verification code messages.	
	Containing forbidden content.	In addition to notification content, a notification message also contains marketing content.	Please delete the marketing content.
	Containing other variables.	In addition to the verification code, a verification code message also contains other long variables.	Please do not set other content as variables. Apply for the verification code message templates for registration and password modification separately.
	The link in a message is invalid or non-compliant.	The link is irrelevant to the message content, or the link is invalid.	Only fixed-text links are supported so that we can review the link content. If the link is invalid or cannot be opened, please check whether it is correct first. If the link content is inconsistent with the template content, the message cannot be sent.
Unsupported or Non-compliant SMS Content	Content related to recruitment interview is not supported	-	Currently, recruitment or interview notification messages cannot be sent.
	Content related to games, finance, insurance, etc, is not supported.	-	Currently, messages related to games, finance, and insurance, cannot be sent.
	Dating content is not supported.	-	Currently, dating messages cannot be sent.
	Payment reminder messages cannot be sent.	-	Payment reminder messages cannot be sent.
	For the real estate or education industry, only verification code	-	For the real estate or education industry, only verification code messages can be sent, while

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	messages can be sent.		notification or marketing messages cannot.
	The template involves content types that are forbidden in Body Template Review Standards.	-	It is prohibited to send messages related to the following contents: stock, migration, recruitment interview, lottery, rebate, lucky draw, loan, dunning, credit investigation, 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 issuance, positive review invitation, alcohol, user acquisition, and user reactivation. An SMS template containing any of the above content will be rejected.
	A link is used as a variable.	-	A link cannot be used as a variable. Please use it as fixed text.
	SMS bombing.	The template contains promotional and user acquisition content without member description.	Add the member name to the template to confirm membership. It is not allowed to send an SMS message with content such as opening promotion, business introduction, or company promotion.

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			Such message will be regarded as a bombing because its recipient's membership cannot be verified.
	Out-of-date content.	For example, a promotional template designed for an important festival is submitted after the festival has passed.	Any festival advertising template must be submitted for approval ahead of time. Otherwise, the message may not be delivered timely.

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