Introduction

SMS or messaging compliance is a highly regulated industry. The applicable laws depend on the place of business, destination country of your recipients, and the specific industry you are in. Telecom laws apply uniformly to any SMS sent in that particular country.

Businesses are required to obtain specific consent before messaging their prospects and customers. Each regulation such as Telephone Consumer Protection Act (TCPA), General Data Protection Rights (GDPR), Canada's Anti-Spam Legislation (CASL), or California Consumer Privacy Act (CCPA), California or the new California law, makes it mandatory for each business to obtain specific consent.

Just like SMS, all other messaging channels such as WhatsApp and Facebook have also defined specific guidelines to capture and manage user consents for driving high-quality conversations between people and businesses. Businesses will have to adhere to region-specific regulations along with channel-specific guidelines. As we may expand our channel support with additional channels such as Line, etc., we will be improving our compliance configurations to be in sync with different channel-specific Business Policies and Terms on managing consents.

Considering all these region-specific messaging regulations as well as channel-specific guidelines, SMS-Magic has created an extensive framework which serves as a guideline for you to define:

- Who are you messaging and on which channel?
- What are you messaging and are you obtaining specific consent for that content?
- How are you obtaining channel-specific consent?

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