Configure Consent for Source / Content Type

This denotes for what type of Content in your messages you are obtaining consent. The Content can be defined by Source of the message (Available with Start) or the Content Type (available with Grow)

Most regulations looks at obtaining consent for Robo / Automated or Bulk SMS'. So you have to be careful while sending Content from different sources. A manually typed message is treated different than a Bulk or an Automated SMS.

There are two Options for defining what you obtaining Consent for:-

Source Type – You can define if the Source requires a prior consent or not. For e.g. – You may not require Consent for sending Emergency message. Another example is – You may not require to use SMS Magic Compliance Center, and have built on your own. So you can choose "Consent Not required".

Content Type –

Content-type opt-ins are useful in ensuring that you can continue sending messages to customers for a specific content-type. Therefore, in case the customer is applying for a blanket opt-out instruction, in the opt-out confirmation message they receive, you specify the content-type opt-in they can send if they wish to continue receiving messages for that specific content-type. For more information about configuring content-type, see (Admin Guide Topic link).