

Toll-free verification rejection reasons

Review the error codes and rejection reasons below to help your toll-free submission get verified. This document covers new and updated codes only.

Legend:

New code Updated code

Error Code	Category	Rejection reason	Eligibility	Actions to resolve
1101	Business Information Issues	Business email address must use an official domain	Eligible for resubmission	Use an email address that's clearly tied to your brand — either in the domain or the email prefix.
1103	Business Information Issues	Business name must match official records	Eligible for resubmission	Update the business name to match what's on your website or official documents. If you operate under a DBA, update that field too and include supporting documentation.
1104	Business Information Issues	Entity misclassification / invalid or missing business registration documentation	Eligible for resubmission	Correct the entity type and resubmit, or provide documentation that confirms the entity type you selected.
1105	Business Information Issues	End business details must be accurate and complete	Eligible for resubmission	Each end-client needs its own submission and dedicated Toll-Free number — no sharing. All business details, message content, and opt-in branding must represent the end-client, not the ISV.
1106	Business Information Issues	Business information could not be verified — contact, email, address, or URL is invalid	Eligible for resubmission	Make sure your business name, corporate website, and email domain all match. Any inconsistency can trigger this denial.
1108	Business Information Issues	Additional information requested — insufficient justification for 5+ numbers	Eligible for resubmission	In the additional information field, explain why your business needs more than five numbers. If they're for different branches, include specific details for each one.
1110	Business Information Issues	Charitable Organization Must Be 501(c)(3) and Provide Valid Accreditation URL for donation solicitation	Eligible for resubmission	Ensure the organization is a registered 501(c)(3) nonprofit. Provide a valid accreditation URL from a recognized nonprofit accreditation source (e.g., BBB Wise Giving Alliance, Charity Navigator, GuideStar). Verify that all submitted details match official records.
1111	Business Information Issues	Doing Business As (DBA) name must be accurately provided	Eligible for resubmission	Update the DBA field with the correct trade name and confirm all other submission details align with it.
1112	Business Information Issues	Business Registration Number is missing or invalid	Eligible for resubmission	Provide a valid Business Registration Number that matches your official documentation exactly, character by character. For political candidates or organizations, confirm the BRN matches the one on file with Campaign Verify.
1114	Business Information Issues	Personal use cases are not allowed	Eligible for resubmission	Toll-Free numbers require a business use case. Resubmit with a valid one to move forward.
1115	Business Information Issues	Toll-Free messaging is restricted to business A2P use cases	Eligible for resubmission	Toll-Free numbers support A2P (Application-to-Person) use cases only. Resubmit with a valid A2P use case.
1116	Business Information Issues	Testing use case missing business and/or program details	Eligible for resubmission	Include accurate business details (live website, valid address, correct contact info), a detailed testing description, and confirmation that messaging is strictly internal with no external recipients.

Error Code	Category	Rejection reason	Eligibility	Actions to resolve
1117	Business Information Issues	Missing compliance disclosures for viral messaging use case	Eligible for resubmission	Your viral messaging program must meet all of these requirements: messages are one-time only (no recurring campaigns); senders have prior consent and select recipients individually (no bulk tools); every message states sender identity, purpose, recipient name, and includes an opt-out; senders receive no compensation or rewards.
1201	Business Website Issues	Website must be established and active	Eligible for resubmission	Your website needs to be live, fully functional, and clearly show your business information, services, and contact details.
1206	Business Website Issues	Terms of Service URL is missing, inaccessible, or lacks content	Eligible for resubmission	Provide a working Terms of Service URL that's publicly accessible. The page must include SMS disclosures covering rates, message frequency, and opt-out instructions.
1207	Business Website Issues	Privacy Policy URL is missing, inaccessible, or lacks content	Eligible for resubmission	Provide a fully accessible, active Privacy Policy URL that includes all required disclosures on consumer data protection and privacy compliance.
1301	Message Program Detail Issues	Independent Software Vendor (ISV) or reseller name must be provided	Eligible for resubmission	Enter your business name in the ISV/Reseller field. This is your name as the Bandwidth customer, not the end-client's.
1303	Message Program Detail Issues	Use case and use case summary inconsistent	Eligible for resubmission	Every use case you select needs a matching description in the summary. If you've selected more than one, describe each separately.
1304	Message Program Detail Issues	Use case summary is incomplete	Eligible for resubmission	Add more detail to your use case summary so reviewers understand the full scope of your messaging program.
1305	Message Program Detail Issues	Opt-in workflow must match the submission details	Eligible for resubmission	Update either the opt-in workflow description or the opt-in example so they match. Both need to tell the same story.
1306	Message Program Detail Issues	Message content does not align with use case or is incomplete	Eligible for resubmission	Update your sample messages to reflect the approved use case. Make sure they include all required details, including your brand or business name.
1307	Message Program Detail Issues	HELP keyword response must meet compliance requirements	Eligible for resubmission	When a user texts HELP, your automated response must include your brand or business name, active contact details (phone number or email), "Msg & Data rates may apply," and opt-out instructions.
1308	Message Program Detail Issues	Age-gated program not properly identified in submission	Eligible for resubmission	Add a robust age gate to your opt-in or website that requires users to enter their date of birth (MM/DD/YYYY). Also select the Age-Restricted classification in your submission.
1309	Message Program Detail Issues	Invalid or unverifiable Campaign Verify token	Eligible for resubmission	Register at campaignverify.org to get a valid token. Confirm it's active, tied to the same political entity and BRN in your submission, and issued specifically for Toll-Free messaging.
1310	Message Program Detail Issues	Political campaigns must provide a Campaign Verify token	Eligible for resubmission	Register at campaignverify.org to obtain a token. Make sure it's issued for Toll-Free messaging, set your use case to 'Political,' and include the token in your submission.
1311	Message Program Detail Issues	Confirmation message missing required details	Eligible for resubmission	Your opt-in confirmation message must include: program name or product description, customer care contact info, opt-out instructions (e.g., "Reply STOP to opt out"), message frequency, and "Msg & Data rates may apply."
1312	Message Program Detail Issues	Business model doesn't align with the message program details	Eligible for resubmission	Update your messaging program details to match your business model as shown on your website.

Error Code	Category	Rejection reason	Eligibility	Actions to resolve
1313	Message Program Detail Issues	Provide a message sample per use case selected	Eligible for resubmission	Submit a unique message sample for each use case you've selected. Every use case needs its own example.
1314	Message Program Detail Issues	Incomplete or missing opt-out instructions and keywords	Eligible for resubmission	Add clear opt-out instructions to your CTA using standard language — for example: "Reply STOP to cancel" or "Reply STOP to opt out."
1315	Message Program Detail Issues	Double opt-in response message is required	Eligible for resubmission	Include a double opt-in confirmation message that covers: brand, program name, "Message and data rates may apply," and help and opt-out instructions.
1316	Message Program Detail Issues	Political campaigns must submit an FEC Committee ID or state-level equivalent	Eligible for resubmission	Federal campaigns: submit a valid FEC Committee ID (search at fec.gov/data). State campaigns: submit your state committee registration number or equivalent documentation.
1317	Message Program Detail Issues	Political campaign: use case must reflect political nature of business	Eligible for resubmission	Set your use case to 'Political.' Make sure your message samples and description match, and include a valid Campaign Verify Token.
1405	Opt-In and Consent Issues	Opt-ins must clearly reflect the end business	Eligible for resubmission	Your opt-in must show the end business's branding and clearly state that users are opting in to messages from that business — not the ISV.
1406	Opt-In and Consent Issues	Opt-in does not match the use case	Eligible for resubmission	Update your opt-in language or submission details so both describe the same use case. The opt-in must explicitly reflect the type of messages users are consenting to.
1409	Opt-In and Consent Issues	Opt-in example must be complete, branded, and legible	Eligible for resubmission	Submit a complete opt-in example showing all text, buttons, and branding. If you're collecting consent via webform, include a phone number field. The opt-in must clearly identify the business collecting consent.
1413	Opt-In and Consent Issues	Opt-in — consent for messaging is a requirement for service	Eligible for resubmission	Update your opt-in form so users explicitly agree to receive SMS. Don't bury consent in your Terms of Service or Privacy Policy — it needs to be a standalone statement.
1416	Opt-In and Consent Issues	Double opt-in required for intended use case	Eligible for resubmission	Add a two-step confirmation. After a user initially agrees to receive SMS, send a follow-up message asking them to reply with a keyword (like "YES" or "START") before sending any campaign messages.
1417	Opt-In and Consent Issues	Shopping cart reminder programs must comply with opt-in, privacy, and messaging standards	Eligible for resubmission	Shopping cart reminder programs must include: a double opt-in via text, privacy disclosures explaining how cart data is tracked, a CTA and Terms that explicitly mention shopping cart reminders, and no more than one reminder per abandoned cart — sent within 48 hours.
1418	Opt-In and Consent Issues	Call-to-action missing required disclosures	Eligible for resubmission	Your CTA must include: business name, message purpose, message frequency (for recurring programs), "Message and data rates may apply," opt-out instructions ("Reply STOP to opt out"), help instructions ("Reply HELP for help"), and direct links to your Terms of Service and Privacy Policy.
1419	Opt-In and Consent Issues	Call-to-action (CTA) disclosure missing business name	Eligible for resubmission	Add your business name to the CTA disclosure. It must match your registered business details exactly.
1420	Opt-In and Consent Issues	Call-to-action (CTA) missing message purpose	Eligible for resubmission	Update your CTA to state what kind of messages users will receive (e.g., "marketing offers and promotional alerts" or "appointment reminders").
1421	Opt-In and Consent Issues	Call-to-action (CTA) missing message frequency disclosure	Eligible for resubmission	Add message frequency to your CTA using standard phrasing — for example: "Message frequency varies," "1 msg per request," or "4 msgs/month."

Error Code	Category	Rejection reason	Eligibility	Actions to resolve
1422	Opt-In and Consent Issues	Call-to-action (CTA) "Message and data rates may apply" disclosure missing	Eligible for resubmission	Add "Message and data rates may apply" to your CTA disclosure.
1423	Opt-In and Consent Issues	Call-to-action (CTA) missing opt-out instructions	Eligible for resubmission	Add opt-out instructions to your CTA using a standard keyword — for example: "Text STOP to cancel."
1424	Opt-In and Consent Issues	Call-to-action (CTA) missing customer support information	Eligible for resubmission	Add support instructions to your CTA that reference the HELP keyword.
1425	Opt-In and Consent Issues	Call-to-action (CTA) missing Terms of Service link	Eligible for resubmission	Add a direct, accessible link to your Terms of Service in or immediately next to your CTA.
1426	Opt-In and Consent Issues	Call-to-action (CTA) missing Privacy Policy link	Eligible for resubmission	Add a direct, accessible link to your Privacy Policy in or immediately next to your CTA.
1427	Opt-In and Consent Issues	Consent must clearly specify the delivery channel (SMS/text messaging)	Eligible for resubmission	Update your disclosure to explicitly say "SMS" or "text messages" (e.g., "By checking this box, you agree to receive SMS notifications...").
1428	Opt-In and Consent Issues	Consent details must be customer-facing	Eligible for resubmission	Provide proof of direct end-user consent — a customer-facing web form, paper intake, or verbal script. Internal admin dashboards and CRM checkboxes don't qualify.
1429	Opt-In and Consent Issues	Forced SMS for Two-Factor Authentication (2FA)	Eligible for resubmission	Update your authentication flow to offer at least one alternative to SMS (e.g., an email confirmation link).
1430	Opt-In and Consent Issues	Insecure collection of charitable donations	Eligible for resubmission	When a user texts a keyword (e.g., "DONATE"), reply with a secure HTTPS link to an external donation page. Never collect or authorize payments within the SMS thread.
1431	Opt-In and Consent Issues	Missing prior consent: initial message sent without documented opt-in	Eligible for resubmission	Submit visual proof of the full opt-in sequence, including the initial step where the user actively consents before receiving the first message.
1432	Opt-In and Consent Issues	Consent for SMS messaging must be collected separately and cannot be bundled with other communication channels	Eligible for resubmission	Keep SMS opt-in separate from other channels like email or phone. Users need to be able to opt in to text messages independently.
1501	Privacy Policy or Terms and Conditions Issues	Providing an active Privacy Policy URL is required	Eligible for resubmission	Include an accessible Privacy Policy link in your CTA. Disclose what data you collect and how you use it. Explicitly state that mobile data and opt-in consent won't be shared with third parties for marketing.
1502	Privacy Policy or Terms and Conditions Issues	Privacy Policy mentions sharing of personal data with third parties for marketing purposes	Eligible for resubmission	Add a clause to your Privacy Policy that explicitly excludes text messaging opt-in data from any data-sharing practices — for example: "All the above categories exclude text messaging originator opt-in data and consent; this information won't be shared with any third parties."
1504	Privacy Policy or Terms and Conditions Issues	The Terms and Conditions details are missing, incomplete, or not accessible	Eligible for resubmission	Your Terms and Conditions must include: program or business name, message frequency, product description, customer contact info, opt-out instructions, "Message and data rates may apply," and a carrier liability disclosure. Legal links must appear near the CTA. Pop-up windows aren't allowed.
1505	Privacy Policy or Terms and Conditions Issues	Terms of Service missing business or program name	Eligible for resubmission	Add your registered business or messaging program name to the Terms of Service.

Error Code	Category	Rejection reason	Eligibility	Actions to resolve
1506	Privacy Policy or Terms and Conditions Issues	Terms of Service missing message frequency	Eligible for resubmission	Add message frequency to your Terms of Service — for example: "Message frequency may vary."
1507	Privacy Policy or Terms and Conditions Issues	Terms of Service missing product description	Eligible for resubmission	Add a product description to your Terms of Service that clearly explains what types of messages subscribers will receive.
1508	Privacy Policy or Terms and Conditions Issues	Terms of Service missing customer support information	Eligible for resubmission	Include working support contact details in your Terms of Service (e.g., an email address or phone number).
1509	Privacy Policy or Terms and Conditions Issues	Terms of Service missing opt-out information	Eligible for resubmission	Add opt-out instructions to your Terms of Service using standard keywords (STOP, END, CANCEL, UNSUBSCRIBE, or QUIT).
1510	Privacy Policy or Terms and Conditions Issues	Terms of Service missing "Message and data rates may apply" disclosure	Eligible for resubmission	Add "Message and data rates may apply" to your Terms of Service.
1511	Privacy Policy or Terms and Conditions Issues	Terms of Service missing carrier liability disclosure	Eligible for resubmission	Add a carrier liability clause stating that wireless carriers are not responsible for delayed or undelivered messages.
1512	Privacy Policy or Terms and Conditions Issues	Terms of Service: proximity of legal links issue	Eligible for resubmission	Place direct links to your Terms of Service and Privacy Policy near your CTA. Hiding them in pop-ups, dropdowns, or far from the opt-in field isn't allowed.
1610	High Risk	Prescription drugs, including GLP-1s: only informational use cases are allowed	Eligible for resubmission	Switch to a strictly informational use case (e.g., 2FA, order/shipping updates, appointment alerts). Remove all promotional language. Add an explicit 18+ age requirement to your Terms of Service.
1714	Disallowed Content	Disallowed content — academic fraud or cheating services	Not eligible for resubmission	Do not resubmit. Academic fraud and cheating services are strictly prohibited on Toll-Free messaging networks.
1715	Disallowed Content	Disallowed content — phishing and simulated phishing messages prohibited	Not eligible for resubmission	Do not resubmit. Simulated phishing messaging is completely prohibited on Toll-Free messaging networks.