

OWLUP

Official Website Implementation Guide: 10DLC & A2P SMS Compliance

Target Platform:	www.owlup.com	Document Version:	1.0
Scope:	SMS Terms, Privacy Policy, & CTA Implementation	Last Updated:	June 2026

Implementation Notice: To pass carrier verification for your 10DLC campaigns (including Multi-Factor Authentication/2FA and notification flows), you must publish the following text blocks on specific URLs on your website. The formatting below represents the exact text carriers expect to see.

1. SMS Terms and Conditions Page

Deployment Location: Publish as a dedicated page at <https://www.owlup.com/sms-terms> (or link it explicitly in your website footer).

OwlUp SMS Terms and Conditions

When you opt-in to receive SMS messages from OwlUp, you agree to the following terms and conditions.

1. Program Description

OwlUp sends text messages for multi-factor authentication (2FA) identity verification, account alerts, system updates, automated workflow notifications, and customer support responses.

2. Message Frequency

Message frequency varies based on user interaction and account settings. For Multi-Factor Authentication (2FA), messages are sent on-demand per verification request. For system alerts and automation flows, frequency depends on your account rules and triggers.

3. Cost, Message, and Data Rates

OwlUp does not charge fees for sending or receiving text messages. However, standard message and data rates may apply from your wireless carrier depending on your mobile subscription plan.

4. Supported Carriers

SMS services are available across major mobile networks within the United States and Canada. Mobile carriers are not liable for delayed or undelivered messages.

5. Opt-Out (Stopping Messages)

You can cancel the SMS service at any time. Just text STOP, END, CANCEL, UNSUBSCRIBE, or QUIT to our messaging number. After you send the text message "STOP" to us, we will send you an automated confirmation message to verify that you have been unsubscribed. Following this confirmation, you will no longer receive SMS messages from OwlUp unless you explicitly choose to opt back in.

Note: If you opt-out of security/2FA messages, please ensure you have an alternative authentication method configured to maintain secure access to your account.

6. Support and Help Instructions

If you experience any issues with our messaging program or require technical assistance, reply to any text message with the keyword HELP, contact us directly at support@owlup.com, or call our customer service hotline at +1 (818) 546-4601.

7. Privacy Policy

Your data privacy is critical to us. Please review our full Privacy Policy at <https://www.owlup.com/privacy> to understand how we collect, store, and safeguard your personal information.

2. Privacy Policy SMS Modification Clause

Deployment Location: This clause must be appended or integrated directly into your main Privacy Policy page at <https://www.owlup.com/privacy>. Carriers strictly scan for this exact exclusion paragraph regarding mobile data consent sharing.

Mobile Information and SMS Consent Sharing Exclusions:

OwlUp is committed to protecting your privacy. No mobile information or phone number collected through our opt-in forms will be shared with third parties or affiliates for marketing or promotional purposes.

All the above information sharing categories exclude text messaging originator opt-in data and consent; this explicit consent and mobile number information will not be shared, rented, or sold to any third parties or affiliates under any circumstances.

3. On-Site Call-to-Action (CTA) Disclosures

Deployment Location: This text block must be displayed directly beneath or adjacent to the telephone input field wherever a user registers, modifies their profile, or opts in for 2FA verification on the www.owlup.com portal.

By providing your phone number and proceeding with registration, you agree to receive automated security verification codes, account alerts, and system notifications from OwlUp. Consent is not a condition of purchase. Message and data rates may apply. Message frequency varies based on account configurations. Text STOP to opt-out at any time, or HELP for help. View our Terms & Conditions (<https://www.owlup.com/sms-terms>) and Privacy Policy (<https://www.owlup.com/privacy>).