TEMPLATE LIBRARY

One-to-One Consent Language Library

Seller-specific consent language for web forms, text keywords, phone calls, and paper, plus HELP, STOP, and confirmation replies.

USE IT TO

- Capture consent that holds up as evidence
- Keep marketing and informational consent separate
- Answer HELP and STOP the way carriers expect

A note on "one-to-one." The FCC's one-to-one consent rule, which would have required consent to name a single seller, was vacated by the U.S. Court of Appeals for the Eleventh Circuit in January 2025 and never took effect. Seller-specific consent is still the strongest evidence you can have, and many carriers and platforms expect it, so every template here names one brand. Replace the [bracketed] items, keep the wording otherwise intact, and have counsel review your final language.

1. What every marketing consent needs

Element	What it means
Named seller	Your brand name, not "partners" or "affiliates."
Automated marketing texts	Says the consumer agrees to receive recurring automated marketing text messages.
The phone number	Tied to the number the consumer entered or texted from.
Not a condition of purchase	States consent is not required to buy anything.
Disclosures	Message frequency, "Msg & data rates may apply," HELP and STOP instructions, and links to terms and privacy policy.
Affirmative action	An unchecked box, a keyword the consumer sends, a recorded "yes," or a signature. Never pre-checked.
A record	Date, time, source, exact language shown, and capture evidence, kept at least five years.

2. Web forms

MARKETING · CHECKBOX NEXT TO THE PHONE FIELD (UNCHECKED BY DEFAULT)

By checking this box, I agree to receive recurring automated marketing text messages from [Brand] at the phone number provided. Consent is not a condition of purchase. Msg frequency varies [or: up to 4 msgs/month]. Msg & data rates may apply. Reply HELP for help and STOP to cancel. See our Terms and Privacy Policy.

INFORMATIONAL ONLY (APPOINTMENTS, ORDERS, ACCOUNT ALERTS)

By providing your mobile number, you agree to receive [appointment reminders / order updates] by text from [Brand]. Msg frequency varies. Msg & data rates may apply. Reply HELP for help and STOP to cancel.

BOTH, AS TWO SEPARATE CHECKBOXES

☐ Text me [appointment reminders and account alerts] from [Brand].
☐ Also text me offers and promotions from [Brand]. Consent is not a condition of purchase.
Msg frequency varies. Msg & data rates may apply. Reply HELP for help, STOP to cancel.

Keep the disclosure next to the checkbox and the submit button, in readable type, not behind a link or in a footer.

3. Text-to-join keywords

CALL TO ACTION (SIGN, AD, RECEIPT, WEBSITE)

Text JOIN to [number] for [offers and updates] from [Brand]. Up to [4] msgs/month. Msg & data rates may apply. Reply HELP for help, STOP to cancel. Terms: [URL] Privacy: [URL]

CONFIRMATION REPLY (SENT IMMEDIATELY AFTER THE KEYWORD)

[Brand]: You're subscribed to [program name] texts. Up to [4] msgs/month. Msg & data rates may apply. Reply HELP for help, STOP to cancel.

DOUBLE OPT-IN (RECOMMENDED FOR PURCHASED-MEDIA AND HIGH-VOLUME PROGRAMS)

[Brand]: Reply YES to confirm you want [program name] texts. Up to [4] msgs/month. Msg & data rates may apply. Reply STOP to cancel.

4. Phone (verbal) consent

AGENT SCRIPT

"Can [Brand] send you automated marketing text messages at [number] about [offers / updates]? It's not required to make a purchase, you'll get up to [4] messages a month, message and data rates may apply, and you can reply STOP at any time to cancel. Do you agree?"

Record the call or log the script version, the consumer's "yes," the number, date, time, and agent ID. Follow with the confirmation text in section 3.

5. Paper and point of sale

SIGNATURE FORM

Mobile number: _____ ☐ I agree to receive recurring automated marketing text messages from [Brand] at this number. Consent is not a condition of purchase. Up to [4] msgs/month. Msg & data rates may apply. Reply HELP for help, STOP to cancel.
Signature: _____ Date: _____

Scan or store the signed form and send the confirmation text in section 3 once the number is entered.

6. HELP, STOP, and revocation replies

HELP REPLY

[Brand]: For help, call [phone] or email [email]. Up to [4] msgs/month. Msg & data rates may apply. Reply STOP to cancel.

STOP CONFIRMATION (ONE MESSAGE, WITHIN 5 MINUTES, NO MARKETING)

[Brand]: You're unsubscribed and will receive no more messages. Reply START to rejoin.

Revocation rules (FCC, 2025). Treat STOP, STOPALL, UNSUBSCRIBE, CANCEL, END, QUIT, REVOKE, and OPT OUT as opt-outs, plus any reasonable request such as "please stop," an email, or a call. Honor it within 10 business days, send at most one confirmation within 5 minutes, and never include marketing in it.

7. Language to avoid

Avoid	Why
"...and our marketing partners"	Consent must name the seller; partner consent is weak evidence and draws carrier rejection.
Consent hidden in terms of service	Consent must be a separate, clear agreement, not bundled.
Pre-checked boxes	Not an affirmative action; no valid consent.
"Reply STOP to opt out" missing	Carriers require opt-out instructions; TCR reviewers reject samples without them.
Offers inside informational messages	Turns the message into marketing, which needs written consent.

Educational resource from MyTCRPlus Academy. Not legal advice. Rules and fees current as of September 2026; verify requirements with counsel and your messaging provider before relying on them.