



CTIA Partner Validation Process

Partner Validation Process

At least once annually, WMC Global analysts vet all short code leaseholders with our Partner Validation solution. We validate company name, corporate registration, compliance history, and legal history for all entities. Results are available on request and in Passport, our content delivery portal.



Almost all standard rate service providers go through Partner Validation without incident. In rare instances when our analysts uncover questionable findings, we escalate associated reports to CTIA and carrier teams.

Proof of Vetting for Onboarding

Some carriers require proof of vetting before onboarding new programs. To accommodate this requirement, we have created a process for leaseholders to contact the WMC Global Support Desk to request proof of vetting.

Usually, our analysts find no issues with standard rate short code leaseholders during Partner Validation. However, when they *do* uncover questionable findings, we distribute a copy of the Partner Validation form and accompanying evidence to the CTIA-provided carrier list.

Escalation Criteria

We contact CTIA and carrier teams about Partner Validations only when one or both of the following findings emerges:

1. Ongoing or recent (within the past two years) legal cases regarding TCPA, consumer privacy, the CAN-SPAM Act, COPPA, and other issues relevant to mobile; or
2. Affiliation with adult content in the past two years.

Complete Partner Validation results are available any time in Passport or on request.

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