Texting legislation and regulatory bodies require senders to support keywords like STOP, START, and HELP and take appropriate actions. Ascent360 automatically monitors inbound messages for compliance keywords and takes appropriate actions regarding confirmation messages and applying correct texting permission.

> The language of required compliance messages can be seen on the **Automated Responses** page of the Ascent360 CDP. Automated compliance messages count against your purchased SMS credits.

Opt-in Confirmation

Triggers:

- Keywords: START, UNSTOP
- Form submission
- Customer Lookup change
- Integrated source system

> **[Program/Company Name]**: Msg&data rates may apply. Recurring messages. Reply HELP for help, STOP to cancel.

STOP Keywords

Stop keywords are case insensitive.

Keywords:

- STOP
- END
- UNSUBSCRIBE
- CANCEL
- QUIT
- OPT-OUT
- OPT OUT
- ARRET

> **[Program/Company Name]**: You have been unsubscribed. Text back "START" to receive messages again.

START Keywords

Start keywords are case insensitive.

Keywords:

- UNSTOP
- START
- NONARRET
- DEBUTER

> [Program/Company Name]: Msg&data rates may apply. Recurring Messages. Reply HELP for help, STOP to cancel.

HELP Keywords

Help keywords are case insensitive.

Keywords:

- HELP
- INFO

> [Program/Company Name]: Help at [Help contact configured in Ascent360]. Msg&data rates may apply. Recurring messages. STOP to end.