

Markit SMS Text Marketing Policies: *Last Updated 04/16/2023*

The following document is subject to periodic updates. Visit additional resources at the end of this document to learn more about federal and private text messaging laws and regulations.

Banned Words:

- Marijuana
- Cannabis
- Weed
- CBD
- Hash
- Joints
- Shatter
- Wax
- Kush
- Pre-roll / Preroll / prerolls / pre-rolls
- Edibles
- 1g / 3.5g / 7g/ 1oz
- Indica
- Sativa
- Shatter
- Kief
- Ganja
- Dabs
- Concentrates
- Gummies / gummiez
- Budtender
- Marijuana
- Cannabis
- Resin
- Bong
- Vape
- Sex

Additional Texting Requirements:

- Require a double opt-in to ensure customer confirmation. You can either use a simple SMS response to the original opt-in, or a more time-consuming form-filling approach that captures consumer information such as name, email, and other details. While the second approach is more valuable from your perspective, customers dedicated to quick texting may be turned off by this ask.
- Always include the “STOP” option to immediately opt-out of SMS marketing.
- Be targeted. Use segmentation to determine which texts should go to which customers. As with all good marketing efforts, when you reach out to fewer people with more precision, you’ll generally achieve better results.

- Monitor any responses, like “I didn’t sign up for this.” On the same note, maintain a Do-Not-Text list and be sure that it’s up to date (and able to transfer between platforms should you change carriers).
- Be regular. Send SMS messages on a regular schedule to maintain contact and trustworthiness, but don’t overdo it (many experts recommend no more than 2-3 campaigns a week). And rather than sending out a campaign on an important date such as 4/20 or Green Wednesday, where they might compete with other dispensary deals (or worse still, be delayed due to long message queues), send your cannabis SMS campaigns before the big day.
- Be compliant. Choose your language carefully, identify your dispensary by name, and send between 8am and 9pm local time as per TCPA guidelines.
- Be sparing with emoji, all caps, and other eye-catching gimmicks. Remember, the beauty of SMS lies in its simplicity and light footprint. Don’t try to make it something it’s not.

Restricted Content Categories:

- Illegal activities: Messages that promote or facilitate illegal activities are not allowed.
- Harassment and bullying: Messages that are threatening, harassing, or promote bullying are prohibited.
- Hate speech: Messages that contain hate speech based on race, ethnicity, national origin, religion, gender, sexual orientation, age, or disability are not allowed.
- Adult content: Messages that contain sexually explicit content or pornography are prohibited.
- Scams and phishing: Messages that deceive recipients or attempt to steal personal information are not allowed.
- Alcohol, tobacco, and drugs: Messages that promote the sale or use of alcohol, tobacco, or drugs are prohibited.
- Gambling: Messages that promote gambling or betting are not allowed.
- Weapons: Messages that promote or sell weapons or ammunition are prohibited.
- Political campaigning: Messages that promote political campaigns or candidates are not allowed.

Additional SMS Marketing Resources:

- <https://support.twilio.com/hc/en-us/articles/223181808-Restricted-SMS-message-types-using-Twilio>
- <https://support.twilio.com/hc/en-us/articles/360045004974-Forbidden-Message-Categories-for-SMS-and-MMS-in-the-US-and-Canada>
- <https://www.textedly.com/sms-compliance-guide/>
- <https://www.mediajel.com/blogs/cannabis-sms-campaigns/>