

A GUIDE TO META INSTANT FORMS SMS OPT-IN CONSENT

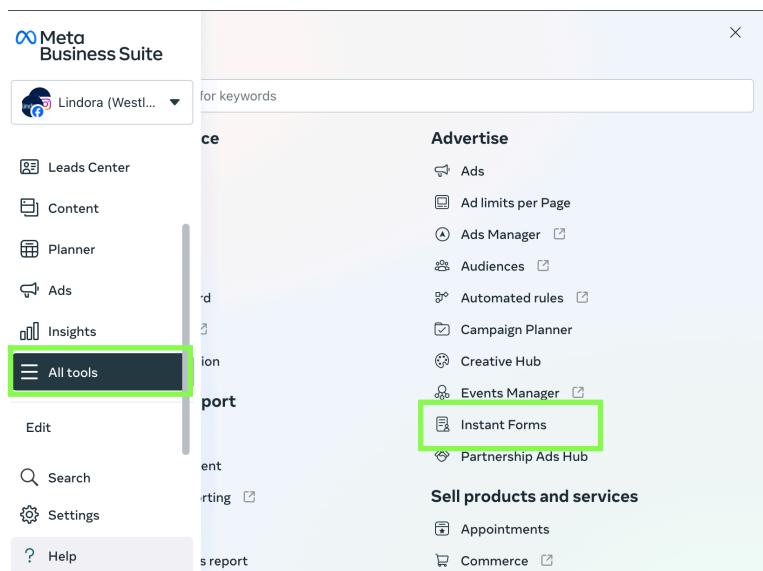
While Meta mandates linking to the company's privacy policy, the custom disclaimer offers an avenue to highlight specific legal notices or obtain explicit consents that may not be explicitly covered in the general privacy policy.

Explicit Consent Requirement: Businesses Must Now Secure Clear, Consent From Each Consumer Prior to Making Calls or Sending Text Messages. This Consent Must Be Specific to the Particular Location.

Where to Update

Advertisers Can Go to:

1. <https://business.facebook.com/home> and navigate to their respective meta page business suite
2. Within All tools select "Instant Forms"
3. From there, can begin a new form creation process ensuring connection app parameters are still utilized in order to route leads



Form Details

TITLE:

Opt-in for Promotional Messages

DISCLAIMER:

By checking the box below, you agree to receive phone calls and text messages, including marketing and promotional messages and calls, By checking the box below, you agree to receive phone calls and text messages, including marketing and promotional messages and calls, from the Studio to which you are supplying your contact information as well as from **[Brand]**. Message frequency varies. Messages may be sent using an automatic telephone dialing system or a prerecorded or artificial voice. Consent to receiving promotional messages and calls is not a condition of purchase or to receive any products or services. Message and data rates may apply. Text STOP to cancel. Text HELP for help.

CONSENT 1:

"Agree" ☒ (Optional)

STEP-BY-STEP GUIDE FOR INSTANT FORM SETUP WITHIN META.

[CLICK HERE TO SEE COMPLETE SETUP](#)

Follow this step-by-step guide in order to streamline your workflow for consent setup and enable your teams to move effectively and efficiently for SMS consent rollout.