**Loan Campaign Questionnaire**

The below questions must be answered for a US Short Code campaign for loan-related

messaging. The questionnaire should then be attached to the program brief for submission to

the carriers.

1. Is the message sender the direct lender: Y/N

2. Can you provide a lending license: Y/N

3. Is the lender licensed to lend in all states: Y/N

4. Does this involve any affiliate marketing: Y/N

5. Is there any redirecting to other/third party websites within the application, or links sent

via SMS: Y/N

6. Do the Terms or Privacy Policy have any mention of selling/renting/sharing end use

data? Y/N

7. Will this short code campaign be used for marketing of loan products, or for account

updates/information related to an existing customer account?