

## Text Marketing Compliance for Firearm Businesses

### Consent: Know Your Requirements

- Express Written Consent is required for promotional SMS.
- Consent must be clearly documented via forms, text, or voice.
- You can't add customers to promo lists just because they signed a waiver or chatted with you.

### Age-Gating & S.H.A.F.T. Rules

- S.H.A.F.T. = Sex, Hate, Alcohol, Firearms, Tobacco
- Firearm-related messages are allowed only with a verified 21+ age gate.
- Age-gating is required on:
  - Opt-in forms
  - SMS messages with external links
  - Web pages linked through texts

### Timing Matters

- Don't send texts during quiet hours: 9 PM – 8 AM (recipient's time zone).
- Best times to send:
  - Days: Thursday–Saturday
  - Time: 12:00 – 1:00 PM
  - Date: Around the 13th or the month-end

### Platform & Carrier Rules

- Use 10DLC (registered long code numbers) for compliant messaging.
- Some major platforms block firearm-related messaging (e.g., Twilio, Klaviyo, Podium).
- T-Mobile and sub-networks (like Mint Mobile) restrict firearm and ammo links even if compliant.

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more info



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## Text Marketing Compliance for Firearm Businesses

### SMS vs. Email – Choose the Right Tool

Use SMS for: Short Form Content

- Time-sensitive promotions
- Waiver confirmations
- Class reminders
- Real-time customer service

### Use Email for: Long Form Content

- Newsletters & educational content
- Product announcements
- Detailed or long-form campaigns
- Press releases and updates

### Best Practices – Do's & Don'ts

#### ✓ DO:

- Get explicit consent
- Include opt-out instructions
- Gate all firearm-related content to 21+
- Test and time your messages

#### ✗ DON'T:

- Send too frequently or after hours
- Use industry slang or abbreviations
- Skip opt-in documentation
- Assume consent from unrelated channels

### Want to Learn More?

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