

UPDATING HANDBOOK LANGUAGE

The carriers have determined that the SHAFT (Sex, Hate, Alcohol, Firearms, and Tobacco) audit standard must be updated for clarity and monitoring purposes. The following language replaces the Handbook's previous sections A.4, A.4.01, and A.4.02.

A.4 PROGRAM CONTENT

All content associated with short code programs should promote a positive user experience. To comply, program messaging content should:

- Adhere to all applicable federal and state laws;
- Be age-gated appropriately for controlled substances and adult content;
- Exclude elements that a reasonable person could construe as hateful or violent or as intending to incite violence;
- Be sent via compliant opt-in to subscribers who want it; and
- Abide by all other CTIA Handbook standards.

The content that carriers either explicitly prohibit or have additional requirements fall into the following categories: Sex, Hate, Alcohol, Firearms, Tobacco (SHAFT), and Sweepstakes and Contests.

A.4.01 UNAPPROVED CONTENT

Programs associated with carrier brands or operating on the carrier networks should not distribute unapproved or illicit content, including the following:

- Depictions or endorsements of violence,
- Inappropriate content,
- Profanity or hate speech, and
- Endorsement of illegal drugs.

Programs should operate according to all applicable federal and state laws and regulations. Where federal and state laws diverge, federal law is applied (e.g., marijuana is still an illegal substance under federal law, so federal law will apply to content relating to marijuana).

A.4.02 CONTROLLED SUBSTANCES AND ADULT CONTENT

Messaging content for controlled substances or for distribution of adult content might be subject to additional carrier review. This type of messaging should include robust age verification (e.g., electronic confirmation of age and identity) at opt-in, although individual carriers may, at their discretion, waive age verification for certain content. Reference to the abuse of controlled substances is prohibited.

All content should be appropriate for the intended audience. Additional legal and ethical obligations apply when marketing to children under age 13, and such programs might be subject to additional review by carriers.

UPDATING THE SHAFT AUDIT STANDARD

The current SHAFT audit standard is as follows:

Violation	Severity	Action Required
Contains or promotes SHAFT (sex, hate, alcohol, firearms, or tobacco) content	0	Remove call-to-action associated with SHAFT (sex, hate, alcohol, firearms, or tobacco) content

The current standard will be replaced with the following for all Advertisement and Message Flows:

Violation	Severity	Action Required
Contains SHAFT (sex, alcohol, firearms, or tobacco) content that is not federally illegal, but exists without a functioning age gate	0	Add a functioning age gate to associated SHAFT (sex, hate, alcohol, firearms, or tobacco) content
Contains SHAFT (sex, hate, alcohol, firearms, or tobacco) content that is not federally legal	0	Remove call to action and disable keyword associated with SHAFT (sex, hate, alcohol, firearms, or tobacco) content
Contains SHAFT (sex, hate, alcohol, firearms, or tobacco) content that has been flagged as hateful, violent, or sent with the intention to incite violence	0	Remove call to action and disable keyword associated with SHAFT (sex, hate, alcohol, firearms, or tobacco) content
Messaging sent without a valid opt-in; the sharing of opt-ins across short codes is prohibited	0	Disable all messaging for content provider over cited short code