



Website Opt-In Form Mockup

Reference implementation of web-based consent collection.

OVERVIEW

This document demonstrates how client businesses collect consent through their own website contact and booking forms. The mockup below shows a typical implementation carrying every disclosure element required by the TCPA and the CTIA Messaging Principles and Best Practices.

WEBSITE FORM MOCKUP

www.clientbusiness.com/contact

Contact Us

We'd love to hear from you. Fill out the form below.

FULL NAME *

EMAIL ADDRESS *

PHONE NUMBER *

☐ I agree to receive promotional text messages (SMS) from [Business Name] at the phone number provided. Consent is not a condition of purchase. Message frequency varies. Message and data rates may apply. Reply STOP to unsubscribe. Reply HELP for help. [Privacy Policy](#) | [Terms of Service](#)

☐ I agree to receive promotional emails about special offers and updates. Consent is not a condition of purchase. Unsubscribe link in every email.

Submit

Figure 1 — Contact form with the SMS consent element highlighted. Both consent checkboxes are shown **unchecked**, which is how they appear to the customer.

COMPLIANCE ELEMENTS DEMONSTRATED

- 1. Clear opt-in language.** The action being consented to is stated plainly: promotional text messages.
- 2. Business identification.** The sending brand is named in the consent text itself.
- 3. Unchecked by default.** The box is empty when the page loads. A pre-ticked box is not affirmative consent and invalidates the record.
- 4. Not a condition of purchase.** Stated explicitly. Consent cannot be required to complete a booking or transaction.
- 5. Separate from email consent.** SMS and email are independent checkboxes. Neither is bundled into the other, and neither is bundled into form submission.



6. **Message frequency.** "Message frequency varies."
7. **Cost disclosure.** "Message and data rates may apply."
8. **Opt-out instructions.** "Reply STOP to unsubscribe."
9. **Help instructions.** "Reply HELP for help."
10. **Policies linked.** Privacy Policy and Terms of Service linked at the point of collection.

RECORD KEEPING

The client business retains, for every submission: the timestamp, the IP address, the exact consent language displayed at that time, and which boxes were ticked. These records are produced on request for compliance verification. Heng Dynamics does not collect consent on the client's behalf and does not operate the form.

SAMPLE TEMPLATE — provided to demonstrate web-based consent collection methodology. Representative of typical implementation across client business websites; not a live form.