

Getting consent to message using WhatsApp Opt-In Flow

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Refer to this topic to learn what to expect when you initiate a new WhatsApp conversation.

Overview

WhatsApp Business Accounts are required to gain consent from WhatsApp users prior to messaging them. These opt-in messages are captured by the Movius platform for attestation purposes.

Before you start

- Your organization must enable WhatsApp messaging for this feature to be available.
- You can only send WhatsApp messages to users in your contacts. If you need help setting up your contacts, see [Get started with Contacts](#).

WhatsApp Opt-In Flow

When you try to send a message to a client with WhatsApp for the first time, you're required to get consent using an Opt In process.

1. To start a new WhatsApp conversation, find your contact and click the WhatsApp icon.
 1. *A prompt will appear asking you if you'd like to send the contact an Opt In message.*
2. Click **Confirm** to send the Opt-In. There are four possible outcomes:
 1. *Contact doesn't have WhatsApp*
 1. You'll see a message letting you know your contact isn't a WhatsApp user, and ask if you'd like to send an SMS instead.
 2. Select **Yes** to go to the SMS message screen. Select **No** to return to contacts.
 2. *Contact has WhatsApp- customer receives opt-in request*
 1. *Contact accepts Opt-In request*
 1. You'll see a confirmation message letting you know the contact has chosen to opt-in.
 2. Your contact will see a message letting them know they've opted-in.
 2. *Contact rejects Opt-In request*
 1. If your contact rejects the Opt-In, you'll see a message letting you know. The message templates and send message field will be disabled for the contact.
 2. The customer will be informed of their Opt-Out status, and that it is possible to Opt-In at any time by replying "yes".

3. *Contact doesn't respond to Opt-In request*

1. If your contact doesn't respond to the Opt-In, you'll be able to send a new one every 24 hours.
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