WHATSAPP COMPLIANCE

How to not get banned from Meta

Chatping

**Everything You Need to Know to Avoid Bans,
Stay Approved, and Win on WhatsApp**

Why Compliance Matters

WhatsApp is powerful — but heavily regulated.

If you don't follow the rules, you risk:

- Getting templates rejected
- Having your number flagged or banned
- Losing access to your audience

⚠️ But don't worry, with Chatping, staying compliant is easy (when you follow the basics).

Chatping

Understanding WhatsApp Business Policy

➤ **Here's what you can do:**

- ✅ Send personalized updates, order info, booking reminders, offers
- ✅ Use interactive buttons, images, and payment links
- ✅ Re-engage customers who opted in to receive messages

➤ **And what you can't:**

- ❌ Spam users who didn't opt in
- ❌ Send low-quality or misleading content
- ❌ Use WhatsApp for cold outreach without consent
- ❌ Promote illegal or restricted products (alcohol, crypto...)

Chatping

Template Approval Rules

➤ WhatsApp (via Meta) must approve all message templates before you can use them in campaigns.

To get approved:

- ✅ Avoid spammy language
- ✅ Don't mention discounts without context
- ✅ Make your message clear, concise, and valuable
- ✅ Add sample values for variables (like [First Name])
- ✅ Avoid too many ALL CAPS or emojis

➤ **Approval usually takes 10–15 minutes via Chatping.**

Building an Opt-In Strategy

To legally message someone on WhatsApp, they must explicitly opt in.

Approved opt-in methods:

- ✅ Website pop-up or checkout box
- ✅ QR code at a physical event or store
- ✅ Social media call-to-action with consent form
- ✅ Message: "Reply YES to get updates on WhatsApp"

Chatping

How to Avoid Getting Flagged or Banned

🚩 **Red flags Meta watches for:**

- High block rates
- Low engagement (no replies, no reads)
- Sudden message spikes
- Messaging users without opt-in

🛡️ **To stay safe:**

- Start with small sends
- Warm up your number
- Use high-quality content
- Only send to engaged users

Chatping

Approved Use Cases vs. Restricted Cases

✅ Approved:

- Abandoned cart reminders
- Booking confirmations
- Product recommendations
- Loyalty rewards
- Event reminders
- Customer support follow-ups

❌ Restricted:

- Alcohol, tobacco, weapons
- Gambling, adult content
- Unclear or misleading promotions

GDPR, Consent & Data Handling

If you're in or targeting Europe:

- You must collect and store consent
- Clearly tell users what type of messages they'll get
- Allow them to opt-out anytime
- Securely handle and store user data

Tip: Add "Reply STOP to unsubscribe" in long-term sequences.

Chatping

Message Limits, Ratings & Warnings

Your account is rated daily based on:

- Message quality
- User feedback
- Block/report rate

Best Practices for Long-Term Success

- ✅ Always get opt-in
- ✅ Use approved templates
- ✅ Segment your audience
- ✅ Monitor campaign quality
- ✅ Stay up to date with WhatsApp policy changes
- ✅ Make it easy to opt out

Final Compliance Checklist

- Collected valid opt-in
- Template approved by Meta
- Message clearly explains purpose
- CTA is clear and not misleading
- No policy violations (product, language, etc.)
- Ability to opt-out provided
- Data handled securely (GDPR-compliant if needed)

Chatping