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The SMS opt-out list: how unsubscribing works across every send from your account

WhatsApp & APIs

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The SMS opt-out list: how unsubscribing works across every send from your account

WhatsApp & APIs Created on **November 13, 2026** 3 min read



The short answer: your SMS account has an **opt-out list**: the numbers that asked not to receive messages. A number on it is **left out of every send from the account**, whether a campaign, a single message or an API request, and no credits are used. You add a number through the API or by asking our support team; to remove one, you contact support.

Why deleting the contact is not enough

Deleting a contact, or taking it out of the promotions group, takes care of the next campaign. But the number can come back by accident: in an old CSV list you import, pasted by hand into a campaign, or sent from your own system through the API. The opt-out list protects you from those slips, because the SMS Center checks it on every send.

How to add a number

Route	How
Through the API	With a key that has SMS write permission, `POST /v1/sms/opt-outs` adds the number. `GET /v1/sms/opt-outs` shows the list. See **sending SMS through the API**.
Through support	Send us the numbers in a support ticket from Meu Interweb. A good fit if you do not use the API.

To remove a number from the list, for example because the person asked to receive messages again, contact support.

What happens when you send

1. **In a campaign**, the number on the list does not get the message and counts as refused in the send summary. All the other numbers go ahead as normal.

2. **In a single message**, the send is refused with a notice that this number asked not to receive SMS.

3. **Through the API**, the request returns `422` with the reason `number_opted_out`.

4. **In every case**, the message does not go out and the credits stay in your balance.

How customers ask to leave

The sender cannot receive replies, so "reply STOP" does not work. Put a real contact in the message and act on every request that arrives there:

Channel	At the end of the message
Phone or WhatsApp	`Opt out: [PHONE]`
E-mail	`No more messages? [E-MAIL]`
Website	`Leave the list: [WEBSITE]/optout`

1. **Record the request** in the contact notes, with the date and the channel it came through.

2. **Take the contact out of your promotions groups** and, if you have nothing else to send them, delete it.

3. **Add the number to the opt-out list**, through the API or support, so it does not come back by mistake.

A form on your website can do this on its own.
If your site is hosted with us, a simple page where customers type their number can call the API and add it to the list straight away. If you do not write code, collect the requests and send them to support in one go.

Service notices and promotions are different things.
The opt-out list applies to everything the account sends. If someone only wants to stop promotions but still wants their order updates, take them out of the promotions group instead of adding the number to the list.

RECOMMENDED

Want campaigns that respect people who opt out? See how SMS Marketing works.

See the SMS Marketing page →

SEE ALSO

- SMS good practices and consent: who you may send to and how to let people opt out →
- SMS contacts and groups: importing a CSV list and keeping it clean →
- Sending SMS through the API: key, permissions, Sandbox and your first request →
- Old or inherited customer lists: what to check and how to reconfirm before a campaign →
- How often to send marketing SMS without wearing out your list →

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