

Display Names

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You must provide a display name when [registering](#) a business phone number. The display name appears in your business phone number's WhatsApp profile:

WhatsApp business profile showing the display name

It can also appear at the top of **individual chat** threads and the **chat list** if your business phone number is approved via [display name verification](#). Note that if a WhatsApp user edits your profile name in the WhatsApp client, the name they set will appear instead.

Display name guidelines

See our [Display name guidelines for the WhatsApp Business Platform?](#) Help Center article for naming guidelines.

Display name verification

When you reach a [higher messaging limit](#), your business phone number's display name automatically undergoes verification based on the [display name guidelines?](#). When the process completes, a [phone_number_name_update](#) webhook and Meta Business Suite notification are triggered.

If your display name is approved, the webhook has `decision` set to `APPROVED`, and the `name_status` field on your business phone number is set to `APPROVED`.

If your display name is rejected, the webhook has `decision` set to `REJECTED`, and the `name_status` field on your business phone number is set to `DECLINED`. Review the [display name guidelines?](#) and [edit your display name?](#) accordingly, or file an appeal via [Developer Support](#) or [Enterprise Developer Support](#).

View display name in WhatsApp Manager

Your business phone number's display name appears in the **Name** column in the [WhatsApp Manager?](#) > **Account tools** > **Phone numbers** panel.

Learn more

The following Help Center articles provide additional information about display names.

[About WhatsApp Business display name?How to change your WhatsApp Business display name?](#)