

Text Messaging Privacy Policy and Implementation

Policy Statement:

This policy outlines the procedures and guidelines for implementing and managing text messaging services to ensure compliance with privacy laws, industry best practices, and customer expectations. We are committed to protecting our customers' privacy and ensuring transparency in our communication practices.

1. Privacy Policy:

- A comprehensive privacy policy will be maintained and readily accessible on our website.
- The privacy policy will clearly state how customer information, including mobile opt-in data, is collected, used, stored, and protected.
- It will include details regarding:
 - The types of information collected (mobile number, opt-in/opt-out status).
 - The purpose of data collection (sending transactional or marketing messages).
 - How data is shared (or not shared) with third parties.
 - Security measures implemented to protect customer data.
 - Customer rights regarding their data (access, correction, deletion).
- A link to the privacy policy will be provided at all points of opt-in data collection.

2. Opt-in Process:

- A clear and unambiguous opt-in process will be implemented.
- Customers will be required to provide explicit consent before receiving text messages.
- Methods of opt-in may include:
 - Online forms with checkboxes.
 - Keyword responses to designated short codes.
 - In-store sign-up forms.
- Customers will be provided with clear information regarding:
 - The nature of the messages they will receive (e.g., promotional offers, order updates, account notifications).
 - The frequency of messages.
 - Applicable message and data rates.
- Double opt-in is recommended for marketing messages. This involves sending a confirmation message requiring a reply to confirm the initial opt-in.
- A clear opt-out option will be available at all times.

3. Message Details:

- All text messages will clearly identify the sender (our business name).
- The content of messages will be relevant to the purpose for which the customer opted in.
- Message frequency will be clearly stated during the opt-in process.
- A disclaimer regarding message and data rates will be included in the opt-in confirmation message and/or terms and conditions.

4. Opt-out Instructions:

- Clear and easy-to-understand opt-out instructions will be provided in every text message.
- Customers will be able to opt out by replying with standard keywords such as "STOP," "END," "CANCEL," "UNSUBSCRIBE," or "QUIT."
- Customers will be able to request help by replying with "HELP."
- Upon receiving an opt-out request, customers will be immediately removed from the messaging list.
- A confirmation message will be sent to confirm the opt-out.

5. Terms and Conditions:

- Messaging terms and conditions will be included as a section within the privacy policy or as a separate, easily accessible document.
- The terms and conditions will outline:
 - The purpose of the messaging service.
 - Customer responsibilities.
 - Our rights and responsibilities.
 - Liability limitations.
 - Contact information for support.
- A link to the terms and conditions will be provided at all points of opt-in data collection.

6. Compliance:

- This policy will be reviewed and updated regularly to ensure compliance with applicable laws and regulations, including the Telephone Consumer Protection Act (TCPA) and the Controlling the Assault of Non-Solicited Pornography and Marketing Act (CAN-SPAM).
- Regular audits will be conducted to ensure adherence to this policy.
- All staff involved in text messaging services will receive training on this policy and relevant regulations.

7. Implementation:

- Prior to implementing any text messaging service, a comprehensive review of existing privacy policies will be conducted. If no policy exists one will be created.
- All necessary opt-in mechanisms will be implemented and tested.
- Staff will be trained on the proper use of the text messaging platform and compliance procedures.
- Regular monitoring of opt-in and opt-out data will be conducted.
- Documentation of all opt-in and opt-out requests will be maintained.
- This policy applies to all text message communications, including transactional and marketing messages.