



SMS Terms & Conditions

1. SMS Consent Communication:

The information (Phone Numbers) obtained as part of the SMS consent process will not be shared with third parties for marketing purposes.

2. Types of SMS Communications:

If you have consented to receive text messages from [Company Name], you may receive messages related to the following (provide specific examples):

- Appointment reminders
- Follow-up messages
- Billing inquiries
- Promotions or offers (if applicable) {If you see the customer selected a conversational use case, do not add this reference to your email thread; instead, make sure the customer adds the matching use cases to this portion of the Terms info}.

3. Message Frequency:

Message frequency may vary depending on the type of communication. For example, you may receive up to [X] SMS messages per week related to your [appointments/billing, etc.].

4. Potential Fees for SMS Messaging:

Please note that standard message and data rates may apply, depending on your carrier's pricing plan. These fees may vary if the message is sent domestically or internationally.

5. Opt-In Method:

You may opt in to receive SMS messages from [Company Name] in the following ways (This is an example. Please include the method used.)

- Verbally, during a conversation
- By submitting an online form
- By filling out a paper form

6. Opt-Out Method:

You can opt out of receiving SMS messages at any time. To do so, simply reply "STOP" to any SMS message you receive. Alternatively, you can contact us directly to request removal from our messaging list.

7. Help:

If you are experiencing any issues, you can reply with the keyword HELP. Or, you can get help directly from us at (insert the link)

- **Additional Options:**
- If you do not wish to receive SMS messages, you can choose not to check the SMS consent box on our forms.



8. Standard Messaging Disclosures:

- Message and data rates may apply.
- You can opt out at any time by texting "STOP."
- For assistance, text "HELP" or visit our [Privacy Policy] and [Terms and Conditions] pages.
- Message frequency may vary

PRIVACY POLICY

- a. A company's privacy policy must clearly state how customer information is **collected, utilized, and shared**.
- b. The privacy policy should be **easy to find** and linked to all pages (footer or header).
- c. The privacy policy needs to be on a single page or a pop-up window.
- d. The privacy policy's sharing section must explicitly state: **"Mobile Opt in, SMS Consent, and phone numbers collected for SMS communication purposes will not be shared with any third party or affiliates for marketing purposes."**

OPT-IN LANGUAGE

If a customer uses a contact form on the website to collect consent, incorporate a checkbox with the following statement:

"By checking this box, you agree to receive SMS messages from (company name) related to (SMS Use Case). You may reply STOP to opt out at any time. Reply to HELP to (phone number) for assistance. Messages and data rates may apply. Message frequency will vary. Learn more on our privacy policy page and Terms & Conditions. "

Below is a screenshot of what the opt-in language should look like for conversational use cases:

By checking this box, you agree to receive text messages from (Brand Name/DBA) related to (conversational purposes) at the phone number provided above. You may reply STOP to opt-out at any time. Reply HELP for assistance. Messages and data rates may apply. Message frequency will vary.

Learn more on our [Privacy Policy Page](#) and [Terms & conditions](#)