



## **SMS Privacy Policy and Terms of Service Requirements and Examples**

This document outlines language and examples designed to meet carrier industry requirements for your text messaging (SMS) campaign(s). These are examples and don't constitute legal advice. Please consult your legal counsel for language that fits your business needs. Following this guide does not guarantee successful SMS registration. Please have this information available **PRIOR** to submitting your business texting application.

### **Privacy Policy Requirements:**

- Clearly states what personal information is collected.
- Explains how the collected information is used.
- Describes whether (and how) consumer opt-in information is shared.
- Provides a link to the Privacy Policy on opt-in forms and SMS messages.

### **Sample Privacy Policy (for SMS only)**

#### **Privacy Policy for SMS Communications**

[Business Name] is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and share your information when you opt-in to receive SMS communications from us.

#### **Information We Collect:**

- Your phone number when you opt-in.
- Message history and interaction data.

#### **How We Use Your Information:**

- To send transactional, promotional, or informational messages as per your opt-in preferences.
- To respond to your inquiries and support requests.
- To comply with legal and regulatory requirements.

#### **How We Share Your Information:**

- We do not share your opt-in information with third parties for marketing purposes.
- We may share information with our service providers who assist in SMS delivery.

### **Opt-Out Instructions:**

- You can opt out at any time by replying "STOP" to any message.
- For further assistance, reply "HELP" or contact [Support Contact].

## **Samples Terms of Service (for SMS only)**

### **Terms of Service for SMS Communications**

By opting in to SMS communications from [Business Name], you agree to the following terms:

#### **Consent & Opt-In**

- You must provide explicit consent to receive SMS messages.
- Consent is not a condition of purchase.

#### **Message Frequency & Fees**

- Message frequency may vary.
- Standard message and data rates may apply.

#### **Opt-Out & Support**

- To stop receiving messages, reply "STOP" at any time.
- For help, reply "HELP" or contact [Support Contact].

#### **Privacy & Data Usage**

- Your phone number will only be used for SMS communications related to our services.
- We do not sell or share your data with third parties for marketing purposes.

#### **Liability**

- We are not responsible for delayed or undelivered messages.
- Carriers are not liable for any SMS-related issues.

#### **Modifications**

- We reserve the right to modify these terms at any time. Continued use of the service constitutes acceptance of any updates.