

The Campaign Registry's Text Message Registration Requirements

The customer must have a Privacy Policy that includes a clickable link, both within the website and on the "Contact Us" page/form. Once the website and Privacy Policy link is in place, please ensure that the Privacy Policy contains the approved language.

Approved Language for Privacy Policy

" **[Company name]** will be collecting opt-in verbally from their customers. The customers will be able to opt in to receive messages either in person at their physical location, or over a phone call if the customer calls. When a customer is registered for the first time, they are asked to provide the phone number, and staff is trained to ask If the customer would like to opt in to SMS-based billing notifications, appointment reminders, dispatch notifications and job completion surveys. They will be verbally informed that "Message and data rates may apply", "Message frequency may vary", and they can "text HELP for support or more information and STOP to unsubscribe at any time and no further messages will be sent." They will also be informed that their phone number will not be shared with third parties for marketing or promotional purposes."

Approved Language for Contact Us Page/Form

"By submitting this form and signing up for texts, you consent to our Privacy Policy **[link]** "