

## SMS Opt-In Disclosure for Brandon Bridal Group, LLC D/B/A The Bridal Boutique on Tour

Last Updated: 05.28.2026

### 1. Opt-In Disclosure Text for Website Checkout/Account Creation Page

At the point of checkout or account creation, include the following disclosure with an unchecked checkbox:

#### *SMS Marketing Consent*

*By checking this box, you consent to receive recurring automated promotional and transactional text messages (e.g., order updates, exclusive offers) from The Bridal Boutique on Tour at the mobile number you provide. Message frequency may vary, but no more than three (3) messages will be sent within a 24-hour period. Message and data rates may apply. Consent is not a condition of purchase. You may opt out at any time by replying "STOP" to any message. For help, reply "HELP." View our Privacy Policy.*

*[ ] I agree to receive SMS messages as described above.*

#### **Implementation Notes:**

Replace "Privacy Policy" with the actual hyperlink to the Privacy Policy.

Ensure the checkbox is not pre-checked to comply with TCPA and CTIA guidelines.

Include this disclosure prominently on the checkout and account creation pages.

### 2. Welcome/Confirmation SMS Text

Upon opt-in, send the following confirmation message to the user:

*Welcome to The Bridal Boutique on Tour! You're now subscribed to receive updates and exclusive offers. Msg & data rates may apply. Reply HELP for help, STOP to cancel. Msg freq: max 3 msgs/24 hrs. View our Privacy Policy: [https://www.thebridalboutiqueontour.com/privacy-policy].*

#### **Implementation Notes:**

Ensure the message includes the business name, message frequency, opt-out instructions, and a link to the privacy policy as required by CTIA and TCPA.

Use a branded domain for the privacy policy link to improve deliverability and reduce carrier filtering.

### 3. Opt-Out and HELP Auto-Reply Language

Opt-Out Auto-Reply:

*You have successfully unsubscribed from The Bridal Boutique on Tour SMS messages. You will no longer receive messages from us. For assistance, contact [insert customer service email/phone number].*

HELP Auto-Reply:

*The Bridal Boutique on Tour: For assistance, contact us at [insert customer service email/phone number] or visit [https://www.thebridalboutiqueontour.com]. Msg & data rates may apply.*

### **Implementation Notes:**

Replace [insert customer service email/phone number] with the appropriate contact information.

Ensure compliance with CTIA guidelines requiring HELP and STOP keywords to function properly.

### 4. Record-Keeping Obligations

To comply with TCPA, FTSA, and CTIA requirements, the following records must be maintained:

Opt-In Records: Log the date, time, and method of consent (e.g., checkbox on website). Archive the exact language of the opt-in disclosure shown to the user.

Opt-Out Records: Maintain records of opt-out requests, including the date and time of the request and confirmation of processing within 15 days.

Message Logs: Retain logs of all messages sent, including timestamps, content, and recipient details.

### **Implementation Notes:**

Ensure these records are securely stored and accessible for at least four years to defend against potential litigation.

## 5. Sending Time Restrictions

SMS messages must only be sent between 8:00 a.m. and 8:00 p.m. local time for recipients in Florida, per FTSA TCPA.

Ensure compliance with TCPA's broader quiet hours (8:00 a.m. to 9:00 p.m. local time) for recipients outside Florida.

### **Implementation Notes:**

Implement automated systems to enforce time restrictions based on the recipient's time zone.

## 6. Compliance Checklist

**Opt-In Disclosure:** Ensure clear and conspicuous disclosure at the point of opt-in, with an unchecked checkbox.

**Welcome Message:** Send a confirmation message immediately after opt-in, including required elements (business name, message frequency, opt-out instructions, and privacy policy link).

**Opt-Out Mechanism:** Support STOP, UNSUBSCRIBE, and CANCEL keywords for opt-out, and process requests within 15 days. It's best to include several variations of Stop or Unsubscribe.

**HELP Functionality:** Provide HELP keyword functionality with appropriate auto-reply.

**Message Frequency:** Limit messages to a maximum of three (3) per 24-hour period.

**Quiet Hours:** Restrict sending times to comply with TCPA and FTSA quiet hours.

**Record-Keeping:** Maintain detailed records of opt-ins, opt-outs, and message logs.

**A2P 10DLC Registration:** Ensure the business and SMS campaigns are registered with carriers under the A2P 10DLC framework.

## 7. Placement Instructions

**Checkout Page:** Include the opt-in disclosure text with an unchecked checkbox directly above the “Place Order” button.

**Account Creation Page:** Include the opt-in disclosure text with an unchecked checkbox near the “Create Account” button.

**Privacy Policy Link:** Ensure the privacy policy link is functional and directs users to a publicly accessible page detailing SMS data collection and usage practices.

**Conduct regular audits** to ensure the placement and functionality of the opt-in disclosure and associated links comply with legal and industry standards.