

Privacy Policy Information:

An acceptable Privacy Policy must clearly explain how consumer data will be used and shared (if applicable), and how consumers can contact the message sender. Specifically, consent and opt-out instructions need to be addressed.

- **Consent:** That they do not have the consumers' consent to share end-user data with third parties for marketing purposes. While it is okay for a business to share end-user data essential for business operations, the fundamental practice of sharing data to sell consumer information to third parties is prohibited. This campaign type will be rejected.
- **Opt-out Instructions: the policy must state that it is the consumer's right to opt out of a messaging campaign and include instructions on how to do so.**

When we register your number, it goes through a vetting process, which includes examining whether the privacy policy is present and whether it adheres to these standards.

To successfully fulfill these requirements, we recommend adopting a privacy policy that demonstrates senders will not share consumer information.

Example: Mobile information will not be shared with third parties/affiliates for marketing or promotional purposes. All the above categories exclude text messaging originator opt-in data and consent. This information will not be shared with any third parties. If you wish to be removed from receiving future communications, you can opt out by texting STOP, QUIT, END, REVOKE, OPT-OUT, CANCEL or UNSUBSCRIBE.