

Privacy Policy and Terms of Service for Texting as a Business.

DO NOT COPY AND PASTE THIS PART OF THE DOCUMENT

As part of your registration with The Campaign Registry, you will need to provide a link to your Terms of Service and Privacy Policy. This link will need to be accessible from your webpage. We recommend putting the link or link in the footer of your website.

The Terms of Service and Privacy Policy is created so that your business is transparent on how the consumer data will be used, stored, and shared. You will need to be clear about how your contacts can opt out of your automated text messages as well as the types of messages they will receive and the frequency.

You need to show that you are protecting their privacy and adhering to proper SMS practices.

Here are some key parts of your privacy policy and terms of service.

- **No Third Party Data Sharing:** You will need to guarantee that that lead and client data will not be sold or shared to a third party.
- **Opt In Disclosure:** Provide clear steps on how your contacts will opt-in to text messaging.
- **Opt Out:** Provide clear steps on how your contacts will opt out of text messaging. Include that they will need to text back the keyword "STOP" to opt out.
- **Data Collection and Usage:** Details on how your contacts data is collected, stored, and used.
- **Message Frequency:** Indicate how often a contact can expect to receive messages from your business.
- **Your Business Contact Information:** While your contacts will have your contact info, your email and/or phone number will need to be stated if a contact needed to contact you regarding texting.

FAQs

I don't know how to build a webpage to add my Terms of Service and Privacy Policy on my site. What should I do?

We suggest creating your Terms of Service and Privacy Policy in a Google Doc. Then you can easily link to the READ ONLY link to your website.

Can I combine the Terms of Service and Privacy Policy into one webpage?

Yes. Make sure each one is clearly defined with a heading.

Where do the Terms of Service and Privacy Policy go?

They will need to be linked on your website. We recommend adding a link to the footer of your website.

TERMS OF SERVICE AND PRIVACY POLICY EXAMPLE INFORMATION

Below we are providing a sample Terms of Service and Privacy Policy. This is purely intended to be used as a sample. We recommend reviewing your Privacy Policy and Terms of Conditions with knowledgeable people in your field.

17hats Disclaimer:

This sample Terms of Conditions and Privacy Policy is provided for informational purposes only and is not intended as legal advice. 17hats does not guarantee its suitability for your specific needs or compliance with local laws. By using this sample contract, you acknowledge that 17hats is not liable for any legal or financial outcomes resulting from its use. We recommend consulting with a qualified individual/attorney to ensure it meets your requirements and adheres to applicable laws.



SAMPLE > Privacy Policy

Effective Date: [Insert Date]

Privacy Policy for [Business Name]

Introduction

At [Business Name], your privacy is our priority. This Privacy Policy explains how we collect, use, share, and protect personal data when you interact with our services, including SMS communication.

Information We Collect

- **Personal Information:** Includes your name, phone number, and any message content shared during SMS communication.
- **Device Information:** We may collect technical data such as IP addresses or device identifiers for security purposes.

How We Use Your Data

- To send SMS messages related to appointments, services, billing, or other business-related communication.
- To enhance our services and ensure effective communication.

How We Share Your Data

- **Service Providers:** Your data is securely hosted through 17hats and processed by its trusted texting service providers to deliver SMS messages.
- **Compliance:** If required by law or to protect our legal rights, we may share your data
- **Data Protection:** Your personal information (including mobile opt-in data) will never be sold or freely given to third parties. No mobile information will be shared with third parties / affiliates for marketing or promotional purposes. All other categories exclude text-messaging originator opt-in data and consent; this information will not be shared with any third parties.

Data Security

- We use encryption, secure storage, and other industry-standard measures to safeguard your information.
- Only authorized personnel have access to your data.

Data Retention

- We retain your data for as long as necessary to provide our services or comply with legal obligations.

Your Rights

- Access and Updates: Contact us to access, update, or correct your personal data.
- Opt-Out of SMS: Reply "STOP" to any text message to stop receiving SMS communication.

Changes to This Policy

We may update this Privacy Policy to reflect changes in our practices or legal requirements. Significant updates will be communicated via our website or other channels.

Contact Information

For questions about this Privacy Policy, please contact us at:

[Business Name]

[Business Email Address]

[Business Phone Number]

SAMPLE > Terms of Service

Effective Date: [Insert Date]

Welcome to [Business Name]!

By opting into our SMS communication services, you agree to the following terms and conditions:

1. Consent and Opt-In

- a. You consent to receive SMS messages from [Business Name] by:
 - i. Providing your phone number and accepting the opt in policy during registration or service inquiry

2. Message Frequency

- a. You may receive SMS messages throughout your service duration [Insert Frequency, e.g., “weekly updates or as needed for appointments”].

3. Opt-Out Instructions

- a. You can opt out of SMS communication at any time by replying “STOP” to any message. You may also contact us directly to request cessation of messages.

4. Business Information

- a. Company Name: [Business Name]
- b. Contact Email: [Business Email Address]
- c. Contact Phone: [Business Phone Number]
- d. Website: [Insert URL]

5. Privacy Policy

- a. All personal data will be handled in accordance with our Privacy Policy.

6. Cost Information

- a. Standard message and data rates may apply based on your mobile carrier. You are responsible for any charges incurred for receiving SMS messages.

7. Campaign Description

- a. Our SMS communication is designed to keep you informed about:
 - i. Appointment confirmation and reminders
 - ii. Service updates

- iii. Billing notifications
- iv. General business communication

8. Data Protection

- a. Your data is securely hosted by 17hats and its texting provider, Bandwidth. We take measures to ensure your data is protected from unauthorized access.
- b. Data Protection: Your personal information (including mobile opt-in data) will never be sold or freely given to third parties. No mobile information will be shared with third parties / affiliates for marketing or promotional purposes. All other categories exclude text-messaging originator opt-in data and consent; this information will not be shared with any third parties.

9. Changes to Terms

- a. These terms may be updated periodically. Continued use of SMS services constitutes acceptance of the revised terms.

Contact Information

For any questions regarding these Terms of Service, please reach out to us at:

[Business Name]

[Business Email Address]

[Business Phone Number]