



This sample terms of service is from the DailyStory blog post:

[Sample terms of service for SMS marketing](#)

Please note, the SMS marketing terms of service provided below is for informational purposes only. Contact an attorney to seek additional advice pertaining to the TCPA (Telephone Consumer Protection Act) and SMS marketing and to review the necessary terms of service.

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1. When opted-in, you will receive text messages (SMS/MMS) to your mobile number. These kinds of messages may include offers, coupons, or other information **[add additional description as needed]**.
2. You can opt-out of this service at any time. Just text "STOP" to the phone number. After you text "STOP" to us, we may send you an SMS reply to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us. If you want to join again, just sign up as you did the first time, or text "START" or "JOIN" and we will start sending SMS messages to you again.
3. If you are experiencing any issues, you can reply with the keyword "HELP." Or, you can get help directly from us **[link to your contact page on your website]**.
4. Carriers, such as AT&T, are not liable for delayed or undelivered messages.
5. Message and data rates may apply for any messages sent to you from us and to us from you. You should expect to receive **[number]** messages per month from us.
6. If you have any questions about your text plan or data plan, please contact your wireless provider.
7. If you have any questions regarding privacy, please read our privacy policy **[link to privacy policy]**.