



Mike's Factory Direct – Terms and Conditions for SMS/Text Marketing:

By enrolling in SMS/Text Marketing, you agree to the following terms and conditions:

1. **SMS Messaging from Mike's Factory Direct:** Users who provide their phone numbers and opt-in to SMS messaging can expect to receive responses to online queries and customer care responses, and notifications. Additionally, users who opt-in to receiving promotional SMS marketing messages can expect an average of 1-2 sales/promotional messages per month.
2. **Consent to Receive Messages:** By providing your mobile number and opting in to receive text notifications, you consent to receive recurring automated promotional and personalized marketing text messages from our business at the cell number used when signing up.
3. **Message Frequency:** Message frequency may vary, and you acknowledge and agree that you may receive multiple messages per week. The frequency of messages will depend on the promotions, events, and updates.
4. **Opt-out Procedure:** To opt-out of our SMS Marketing, you can reply with the word "STOP" to any text message from us. Upon sending "STOP," we will confirm your unsubscribe status via SMS. Following this confirmation, you will no longer receive SMS messages from us. To rejoin, text "START" or sign-up as you did initially, and we will resume sending SMS messages to you.
5. **Need Assistance?** If you experience any issues with the messaging program or if you need assistance, you can reply with the word "HELP" for help, or you can contact the **Mike's Factory Direct** showroom directly at [**\(203\) 349-9473**](tel:2033499473).
6. **Carrier Notice:** Carriers are not liable for delayed or undelivered messages.
7. **Msg & Data Rates:** As always, message and data rates may apply from messages sent from you to us or from us to you. You are responsible for any fees or charges imposed by your mobile carrier related to text messaging, including, but not limited to, standard messaging and data rates. When subscribing to SMS messaging with Mike's Factory Direct, you can expect timely responses to your queries. The amount of messages will vary based on your needs. We aim to respond to all queries as quickly as we can. When signing up for promotional marketing SMS messaging, you can expect to receive an average of 1-2 messages per month.

8. **Privacy:** Your privacy is very important to us. We will only use the personal information provided to us to send you customer account notifications, and promotional & personalized marketing text messages related to fireplace products, outdoor products, HVAC, maintenance and repair services, and events. No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. Information sharing to subcontractors in support services, such as customer service is permitted. All other use case categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties. We will not share, sell, or rent your information to third parties. For privacy-related inquiries, please refer to our [privacy policy](#).
9. **Changes to Terms:** We reserve the right to update or modify these terms and conditions at any time. We will notify you of any changes by sending a text message with a link to the updated terms. It is your responsibility to review and accept the updated terms to continue receiving SMS marketing messages.
10. **Governing Law:** These terms and conditions are governed by the laws of the state of Connecticut, without regard to its conflict of law principles.

By enrolling in SMS Marketing, you acknowledge that you have read, understood, and agreed to these terms and conditions.

Contact information

Owner and Data Controller

Michael Piazzaroli

Mike's Factory Direct

15 Kings Highway North

Westport, CT 06880

Owner contact email: mike@mikesfactorydirect.com

Terms & Conditions | Effective as of 2/8/2024 and applies to all individuals enrolled in SMS Marketing.