

SMS Opt-In Policy for Home Sweet Home Care Agency

Purpose

This SMS Opt-In Policy outlines the process through which Home Sweet Home Care collects and maintains consent from its customers to receive text messages. This policy is designed to ensure compliance with carrier requirements, the Telephone Consumer Protection Act (TCPA), and other relevant regulations.

1. Opt-In Process

Customers must explicitly opt-in to receive text messages from Home Sweet Home Care. We offer the following methods for opting in:

A. Web-Based Opt-In

Customers may opt-in via a form on our website. This form includes a clear and conspicuous disclosure that explains:

- The purpose of the text messages (appointment reminders, service updates).
- Consent is not required as a condition of purchasing goods or services.

Website Opt-In Text:

"By providing your mobile number and checking the box below, you consent to receive recurring promotional SMS messages from Home Sweet Home Care. Message and data rates may apply. Reply STOP to cancel at any time. Consent is not required for purchase."

B. SMS Keyword Opt-In

Customers may opt-in by texting a keyword ("JOIN") to our designated phone number. After sending the keyword, the customer will receive a confirmation text message including:

- An acknowledgment of the opt-in.
- A reminder that they may reply STOP at any time to cancel.

Example Keyword Opt-In Flow:

1. Customer texts "JOIN" to Home Sweet Home Care
 2. They receive an automatic response:
"You have subscribed to receive messages from Home Sweet Home Care Reply STOP to unsubscribe. Msg & Data rates may apply."
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2. Double Opt-In Confirmation

After a customer opts in using any method, they will receive a confirmation text verifying their subscription. This ensures that the customer is aware they have consented and provides a final opportunity to opt-out.

Confirmation Message:

"You have successfully subscribed to Home Sweet Home Care alerts. Reply STOP to unsubscribe, HELP for help. Msg & Data rates may apply."

3. Opt-Out Process

Customers may opt out of receiving text messages at any time by replying "STOP" to any message they receive. Upon receiving the STOP request:

- They will immediately be unsubscribed, and no further messages will be sent to their number.
- A final message will be sent confirming the successful opt-out.

Opt-Out Message:

"You have successfully unsubscribed from Home Sweet Home Care text messages. No further messages will be sent. Reply HELP for help."

4. Privacy and Data Protection

Home Sweet Home Care respects the privacy of its customers. We only collect and store phone numbers that have been provided with explicit consent. These numbers are securely stored and used solely for the purpose of sending relevant communications.

5. Frequency of Messages

The number of text messages customers receive depends on their interactions Home Sweet Home Care

- **Service Updates or Alerts:** Sent as needed to provide timely information related to customer services or appointments.
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6. Consent Recordkeeping

Home Sweet Home Care maintains detailed records of each customer's consent. These records include:

- Timestamp of the opt-in action (e.g., form submission, keyword text).
 - Details of the opt-in confirmation (including message content and response).
 - Logs of all text interactions with the customer.
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7. Public Accessibility

This SMS Opt-In Policy is available publicly on our website at www.Homesweethomecare.com It can be accessed at any time by customers, providing full transparency about how their data is used and how they can manage their text message preferences.

8. Compliance with Laws and Regulations

Home Sweet Home Care complies with all relevant laws, including:

- **Telephone Consumer Protection Act (TCPA):** Requires explicit, prior consent before sending any text messages to customers.
 - **CAN-SPAM Act:** Applies to commercial text messages, ensuring opt-out requests are honored promptly.
 - **Carrier Guidelines:** Ensures compliance with SMS messaging guidelines issued by carriers, including message content and consent verification.
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9. Customer Support

If customers have any questions about this policy or need assistance with opting in or out, they can contact us at 480-459-4457 or email us at admin@homesweethomecare.com

10. Updates to This Policy

This SMS Opt-In Policy may be updated periodically to reflect changes in regulations or business practices. Customers will be notified of any significant changes, and the latest version of the policy will always be accessible on our website.