



## SMS Terms and Conditions

Mothers and Babies Perinatal Network of SCNY Inc. SMS Terms and Conditions

Effective Date: December 2024

### Introduction

By opting into the SMS program provided by Mothers and Babies Perinatal Network of SCNY Inc., you agree to receive recurring text messages to the 607-772-05178 you provided. These messages may include promotional offers, updates, and alerts related to our products and services. By participating, you agree to these Terms and Conditions, which comply with the Telephone Consumer Protection Act (TCPA) and the FCC's 2024 guidelines.

### Opt-In Consent

In accordance with the 2024 TCPA guidelines, your participation in our SMS service requires explicit one-to-one consent. This means that by opting in, you consent to receive messages from Mothers and Babies Perinatal Network of SCNY Inc. only. Consent cannot be shared with other companies or third-party entities without your direct approval.

To join our SMS program, you may opt in through the following methods, in compliance with the 2024 CTIA

### Guidelines

Verbal Consent: Offer verbal consent by clearly agreeing to SMS participation after being read a compliant SMS consent disclosure.

By opting in, you acknowledge that your consent to receive SMS messages is not a condition of any purchase. You may receive promotional or informational messages as specified at the time of opt-in.

### Message Frequency

The number of messages you receive will vary based on your interaction with our services. Message and data rates may apply depending on your mobile carrier and plan.

### Opt-Out Process

You can opt out of receiving SMS messages from Mothers and Babies Perinatal Network of SCNY Inc. at any time by replying with the word "STOP" to any text message you receive from us. Once you opt out, you will not receive any further messages unless you choose to opt back in. For assistance, you can reply "HELP" for further instructions or contact our support team directly at [Info@mothersandbabies.org](mailto:Info@mothersandbabies.org) or 607-772-05178.

### Terms of Consent

By opting into this SMS program, you agree to receive SMS messages from Mothers and Babies Perinatal Network of SCNY Inc. in compliance with the TCPA and the FCC's 2024 guidelines. All messages will be logically and topically related to your interaction with our services and products. Your consent is specific to Mothers and Babies Perinatal Network of SCNY Inc., and it does not extend to third-party businesses or affiliates unless explicitly stated at the time of opt-in, as mandated by the FCC's one-to-one consent rule introduced in 2024.



## **Privacy Policy**

We take your privacy seriously. By opting into our SMS services, you agree to our Privacy Policy Insert Link, which explains how we collect, use, and protect your personal information. Your 607-772-05178 and interaction data will only be used for the purposes of delivering the SMS messages outlined in this agreement.

## **Message and Data Rates**

Message and data rates may apply, depending on your mobile service provider and plan. Mothers and Babies Perinatal Network of SCNY Inc. is not responsible for any fees charged by your carrier for receiving or sending messages related to our service. National Do Not Call Registry: <https://www.donotcall.gov/>

## **Record-Keeping and Compliance**

We maintain detailed records of when and how you provided consent to receive SMS messages. This includes storing opt-in and opt-out dates and timestamps. These records are maintained in compliance with TCPA regulations and may be used to demonstrate proof of consent if required.

## **Changes to Terms and Conditions**

Mothers and Babies Perinatal Network of SCNY Inc. reserves the right to modify or change these Terms and Conditions at any time. Any significant updates will be communicated via SMS or through our website. By continuing to use our SMS services after any changes, you agree to the revised Terms and Conditions.

## **Disclaimers and Liability Limitations**

Mothers and Babies Perinatal Network of SCNY Inc. is not responsible for delayed or undelivered messages. Delivery of SMS messages is subject to effective transmission from your mobile carrier and network provider. We cannot guarantee that SMS services will always be available in all areas.

## **Contact Information**

If you have any questions or concerns regarding these Terms and Conditions or the SMS service, please contact us:

Email: [info@mothersandbabies.org](mailto:info@mothersandbabies.org)

Phone: 607-772-0517

Address: 346 Grand Avenue Johnson City, NY 13790

## **Key 2024 Compliance Elements:**

**One-to-One Consent:** Reflects the 2024 FCC regulation that requires explicit consent for messages from a single seller, preventing bundled consents for multiple parties

**Clear Disclosures:** The template clearly outlines message frequency, data rates, opt-out mechanisms, and consent specifics as required by the TCPA

**Opt-Out Mechanisms:** Clear opt-out instructions are provided, with immediate processing of opt-out requests, as required under current guidelines

This updated Terms and Conditions template complies with the 2024 TCPA and FCC guidelines, ensuring that your SMS marketing practices are transparent, compliant, and user-friendly.



**SMS Message Examples:**

“Thank you for your recent phone appointment with your Navigator. Your feedback will help us better assist you in the future! Please complete a short survey at this link:

[https://docs.google.com/forms/d/14D0oHZjPCueUS8eKaCzBeYYhEtBSfD8s5-KcX5\\_FEJk/edit](https://docs.google.com/forms/d/14D0oHZjPCueUS8eKaCzBeYYhEtBSfD8s5-KcX5_FEJk/edit)

Thank you for your time!”

“Thank you for subscribing to Mothers and Babies SMS Alerts! You will now receive Mothers and Babies text messages.”

- Data rates may apply
- Max 5 msgs/month
- Reply HELP for help
- STOP to opt-out.”

Terms & Policy URL: <https://mothersandbabies.org/privacy-and-terms/>

Ver. 3.0 – 12/12/24