



SMS Acceptable Use Policy

1. Purpose

This policy outlines the acceptable use of our SMS communication service to ensure a positive experience for all subscribers.

2. Opt-In and Opt-Out

- Users must explicitly opt-in to receive our SMS communications.
- Users can opt-out at any time by replying STOP to any of our messages.

3. Message Content

- Our SMS messages will be related to church activities, spiritual content, and community information.
- We will not send spam, promotional content unrelated to our church, or offensive material.

4. Frequency of Messages

- We aim to send no more than [10] messages per week unless otherwise requested.
- We will be rolling out the ability to subscribe to certain categories/topics in order to reduce message-per-week count.

5. User Conduct

- Users should not share our SMS content for commercial purposes.
- Abusive or inappropriate responses to our SMS messages may result in removal from our subscriber list.

6. Privacy and Confidentiality

- Users should not share others' personal information via our SMS service.

- We protect user privacy as outlined in our Privacy Policy.
- Due to shared access to our SMS account by church leadership and select volunteers, communications via this channel should not be considered confidential as outlined in our Privacy Policy.
- For sensitive or confidential matters, please use alternative methods of contact.
- Confidential communications should be sent to staff email addresses, which are available on the church's website.

7. Shared Access to SMS Communications

- Access to our SMS account is limited to church leadership (3-5 people) and select volunteers.
- These authorized individuals have full access to all messages sent and received.
- Therefore, all communications via this channel should be considered visible to this group.

8. Changes to This Policy

- We may update this policy from time to time and will notify users of significant changes.

9. Contact Us

- For any questions or concerns about this policy, please contact the church office
- Call: 870-234-2430
- Email: general@cbcmagnolia.org

Last Updated: [10/5/2024]