



General SMS Messaging Policy Church of God New England Spanish Region, Inc.

Overview

Church of God New England Spanish Region, Inc. is dedicated to ensuring that all SMS communications comply with applicable laws and regulations while providing valuable information to our subscribers. This policy outlines our commitment to responsible SMS marketing and messaging practices and sets clear expectations for our customers.

1. Compliance with Regulations

We adhere to all relevant laws and regulations governing SMS messaging, including but not limited to:

- **Telephone Consumer Protection Act (TCPA):** We obtain prior express written consent from subscribers before sending promotional messages.
- **General Data Protection Regulation (GDPR):** We respect the privacy rights of our subscribers and ensure that their data is handled in accordance with applicable data protection laws.

2. Obtaining Consent

Before sending any promotional SMS messages, we will:

- Clearly inform subscribers about the nature of the messages they will receive.
- Obtain explicit consent through opt-in mechanisms, such as website forms or SMS keywords.
- Maintain records of consent to demonstrate compliance.

3. Message Content

Our SMS messages will focus on the following content areas:

- **Communication:** Events dates and registration, electronic publications, product for a donation, forms, etc.
- **News Updates:** Prayer requests, emergencies responses, events, services, etc.
- **Customer Notifications:** Important updates related to reports, events dates, account status, or service changes.

4. Frequency of Messages

We aim to provide a balanced messaging experience, and subscribers can expect:

- Up to 7 messages per month.
- Transactional messages as necessary (e.g., order confirmations, shipping notifications).
- Informational messages sent as needed to keep customers informed.

5. Opt-In Procedures

Subscribers have the right to opt in to receive SMS messages at any time. To do so, they can:

- Reply with "START" to any SMS communication.
- Update their preferences via our website or mobile app.
- Contact customer service for assistance with subscribing.

6. Opt-Out Procedures

Subscribers have the right to opt out of receiving SMS messages at any time. To do so, they can:

- Reply with "STOP" to any SMS communication.
- Update their preferences via our website or mobile app.
- Contact customer service for assistance with unsubscribing.

6. Data Protection and Privacy

We prioritize the protection of our subscribers' personal information. We ensure that:

- All data collected for SMS marketing is stored securely.
- Subscriber information is not shared with third parties without consent, except as required by law.

7. Policy Review and Updates

This policy will be reviewed regularly to ensure compliance with legal standards and industry best practices. Any updates will be communicated to our subscribers.

8. Contact Information

For questions or concerns regarding this General SMS Messaging Policy, or to manage your SMS subscriptions, please contact:

Church of God New England Spanish Region
Monday-Thursday, from 9:30 am to 3:00 pm
PO Box 438 East Windsor, CT 06088
Tel. (860) 904-7713
oficinaregional@coghnewengland.org