

TEXTING PRIVACY POLICY

OVERVIEW

To comply with Federal Communication Commission regulations for texting and privacy, a policy outlining how texting will be used must be displayed and easily accessible on the County website at casscountymi.org. The website will have this policy easily accessible and also have a check box feature for an opt-in check box allowing users to voluntarily consent to receiving SMS notifications. This option should be non-mandatory and should not be required for form submission. The check box should be accompanied by the statement: "By clicking this box, you agree to receive SMS from Cass County Michigan. Reply STOP to opt-out at any time, Reply HELP for customer care information. Message data rates may apply. Messaging frequency will vary."

PURPOSE

The purpose of this policy is to provide guidelines and clearly state how we as a government entity will be using texting through the use of our cloud-based phone system.

SCOPE

This policy applies to anyone that utilizes Cass County texting capabilities.

POLICY

CONSENT FOR SMS COMMUNICATIONS

Upon granting consent to receive SMS communications from Cass County Michigan, please be assured that your phone number and SMS consent will remain confidential. We will not sell or share your information with third parties or affiliates. Your phone number and consent will solely be used to facilitate communication with you and will not be disseminated for marketing purposes.

TYPES OF SMS COMMUNICATION

After obtaining consent, the following types of messages may be sent to you, depending on your interactions with our services:

- **Constituents, Customers and Guests:** Updates related to orders, deliveries, services or other relevant information.
- **Job Applicants:** Notifications regarding the status of your application.
- **Appointment Reminders:** Reminders about scheduled appointments or events.

Example Message:

"Hi [Customer Name], this is a reminder about your upcoming appointment with Cass County Michigan on [Date] at [Time]. We look forward to seeing you!"
To opt out, reply "STOP" to unsubscribe. Message data rates may apply.
Messaging frequency may vary.
For assistance, reply "HELP."

STANDARD MESSAGING DISCLOSURES

To opt out of SMS communications, simply reply with "STOP."
For assistance or inquiries, reply with "HELP."
Message and data rates may apply

Sample response for "HELP" reply:

"For further assistance, please visit our website at casscountymi.org or contact us at 269.445.4475."

MESSAGE FREQUENCY

You may receive approximately 1-4 messages per day related to your requests.
However, the frequency may vary depending on the nature of the communication.

We strive to provide clarity to your constituents and ensure a positive user experience while adhering to regulatory standards.

ADOPTED: APRIL 10, 2025