

PCOM Church SMS Policy

Overview

PCOM is dedicated to ensuring that all SMS marketing communications comply with applicable laws and regulations while providing valuable information to our subscribers. This policy outlines our commitment to responsible SMS marketing practices and sets clear expectations for our customers.

1. Compliance with Regulations

We adhere to all relevant laws and regulations governing SMS marketing, 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 marketing messages will focus on the following content areas:

- **Event and service updates:** Updates on events and worship services.
- **Alerts:** Important updates including weather closures and other schedule changes.

4. Frequency of Messages

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

- Up to 6 messages per month.
- Informational messages sent as needed to keep members informed.

5. 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.
- Contact the church at contact@mypcom.com 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 Marketing Policy, or to manage your SMS subscriptions, please contact:

Presbyterian Church of the Master

contact@mypcom.com

949-582-2670

Available: Mon-Thurs 9am-5pm and Fri 9am-12:30pm