

SMS Opt-In & Consent Policy

Breakthrough Family Communication Program

1. Purpose

This policy describes how Breakthrough obtains express consent from parents and guardians to send text messages (SMS) through its Family Communication program, and how that consent is documented, honored, and revoked. It is maintained to support carrier and A2P 10DLC campaign registration requirements, including Twilio's messaging compliance review.

2. Program Description

Sender	Acme Breakthrough Birmingham ("Breakthrough")
Recipients	Parents, guardians, and staff who have opted in
Message types	Attendance alerts, event notifications, and reminders
Opt-in methods	Paper enrollment form or digital enrollment signature form

3. How Consent Is Collected

Parents and guardians provide their mobile phone number and give express consent to receive text messages during Breakthrough's student enrollment and registration process. Consent is captured through one of the following methods:

- **Paper enrollment form** – completed on-site during registration, where the parent/guardian writes their mobile number and signs to acknowledge the SMS consent language printed on the form.
- **Digital enrollment signature form** – completed online, where the parent/guardian enters their mobile number and provides an electronic signature to acknowledge the same SMS consent language displayed on the form.

In both cases, consent is opt-in only, is not a condition of enrollment, and is not pre-checked or assumed — the parent/guardian must take an affirmative action (providing a number and signing) to enroll in text communications.

4. Consent Language Presented at Sign-Up

The following disclosure is displayed on both the paper and digital enrollment forms, directly next to the phone number field:

"By providing your phone number, you agree to receive text messages from Breakthrough about attendance, events, and reminders. Msg & data rates may apply. Msg frequency varies. Reply STOP to opt out, HELP for help."

5. Welcome Confirmation Message

Once enrollment is complete, each new subscriber receives an automated welcome message confirming they have been added to the program:

"You've been added to Breakthrough's Family Communication system. No action is required. Future Breakthrough messages will come from this number — reply to this text anytime to reach a Breakthrough staff member. Reply STOP to opt out."

6. Message Types & Frequency

- **Attendance alerts** – notifications regarding student absences or tardiness.
- **Event notifications** – updates about school events, activities, and parent-teacher conferences.
- **Reminders** – deadlines, schedule changes, and other program-related reminders.

Message frequency varies depending on school activity and is not sent on a fixed schedule.

7. Opt-Out & Help

Recipients may opt out of text messages at any time by replying **STOP** to any message. Upon receipt of STOP, no further messages will be sent to that number unless the recipient re-enrolls through a new consent process. Recipients may reply **HELP** at any time to receive program support contact information.

8. Data Use & Privacy

Mobile phone numbers collected through this program are used solely for the purpose of Breakthrough's Family Communication program and are not sold or shared with third parties for marketing purposes. Number collection and use are governed by Breakthrough's Privacy Policy and Terms of Service.

9. Consent Record Retention

Breakthrough retains signed paper enrollment forms and digital signature records as documentation of express consent for as long as the associated phone number remains active in the Family Communication program, and in accordance with applicable recordkeeping requirements.

Breakthrough Family Communication

Digital Enrollment & SMS Consent Signature Form

Acme Breakthrough Birmingham

Student & Parent/Guardian Information

Student Full Name

Grade / Homeroom

Parent / Guardian Full Name

Mobile Phone Number

Relationship to Student

SMS Consent

By providing your phone number and checking the box below, you agree to receive text messages from Breakthrough about attendance, events, and reminders. Msg & data rates may apply. Msg frequency varies. Reply STOP to opt out, HELP for help. Consent is not a condition of enrollment.

☐ I have read the SMS consent language above and agree to receive text messages from Breakthrough at the mobile number provided.

Electronic Signature

Typing your full name below constitutes your electronic signature, legally binding under the U.S. ESIGN Act, confirming the information above is accurate and that you consent to receive SMS messages as described.

Signature (type full name)

Date