

# Allen School Privacy Policy for SMS Messaging

**Effective Date:** 2/5/26

## Links:

- **Terms and Conditions:** [www.allenschool.edu/SMSTerms](http://www.allenschool.edu/SMSTerms)
- **Privacy Policy:** [www.allenschool.edu/privacy-policy/](http://www.allenschool.edu/privacy-policy/)
- **National Do Not Call Registry:** <https://www.donotcall.gov/>

## Introduction

At Allen School, protecting your privacy is our priority. This Privacy Policy explains how we collect, use, and safeguard your information when you opt into our SMS program. By enrolling, you agree to these terms, which comply with the **2025 Telephone Consumer Protection Act (TCPA)**, **Campaign Registry requirements**, and **CTIA Best Practices**.

### 1. Information We Collect

- **Phone Number:** The mobile number you provide to receive SMS messages.
- **Message Interaction Data:** Delivery and engagement metrics (e.g., delivery status, response keywords).
- **Consent Records:** Timestamps and methods of opt-in (web form, keyword, verbal, or paper).

### 2. How We Use Your Information

- Send SMS messages (notifications, updates, and reminders) per your opt-in preferences.
- Demonstrate regulatory compliance (TCPA 2025, Campaign Registry).
- Improve messaging and measure engagement.

### 3. One-to-One Consent Requirement

Under the January 2024 FCC ruling, opt-in consent applies solely to Allen School. We do not share your consent with third parties or affiliates unless you expressly agree.

### 4. Message Frequency & Data Rates

The SMS message frequency will vary but will not be more than **3-5** unless there is a notification event. Message and data rates may apply; check your carrier's terms.

### 5. Opt-Out & HELP Instructions

- Text “STOP” to any message to unsubscribe immediately.
- Text “HELP” for assistance or contact us at **brooklynsupport@allenschool.edu** or **718-243-1700**.

## 6. Data Sharing & Disclosure

- We will never sell your data.
- We may share data with service providers (e.g., carriers) with strict confidentiality regarding SMS delivery.
- National Do Not Call Registry (DNC) protections apply to SMS; we honor existing DNC registrations unless you expressly opt in.

## 7. Security of Your Information

Reasonable measures are in place to protect your data, though no system is infallible.

## 8. Record-Keeping & Proof of Consent

We retain all opt-in and opt-out records, including timestamps and consent methods, to comply with TCPA 2025 and Campaign Registry guidelines.

## 9. Changes to This Policy

We may update this Policy as laws evolve. Material changes will be communicated via SMS or on our website. Continued use after updates constitutes acceptance.

## 10. Contact Us

If you have any questions about this Privacy Policy or wish to update your SMS preferences, you can contact us at:

**Email:** brooklynsupport@allenschool.edu

**Phone:** 718-243-1700

**Address:** 188 Montague St 2nd FL Brooklyn, NY 11201

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## Key 2025 Compliance Elements:

- **One-to-One Consent:** Consumers are only giving consent to receive messages from the specific business they opt in for, not from multiple parties or third parties.
- **Clear Disclosures:** The policy includes clear language about the nature of the messages, frequency, potential charges, and opt-out mechanisms

- **Do Not Call Protections:** The policy reflects the latest FCC guidance that DNC protections apply to SMS, making it clear that businesses must adhere to DNC regulations
- **Data Sharing and Record-Keeping:** Emphasizes the importance of maintaining proof of consent and clear guidelines on how data is shared for operational purposes.

This updated **Privacy Policy** example aligns with current 2025 **TCPA** and **FCC** guidelines, ensuring your business remains compliant while fostering transparency with consumers.

## Allen School SMS Terms and Conditions

**Effective Date:** 2/5/26

### Introduction

By joining our SMS program provided by Allen School you agree to receive recurring text messages (notifications, updates, and reminders) on the number you provide, under these Terms that adhere to TCPA (2025) and CTIA Best Practices.

#### 1. Opt-In Consent

In accordance with the **2025 TCPA guidelines**, your participation in our SMS service requires explicit **one-to-one consent**. This means that by opting in, you consent to receive messages from Allen School only. Consent cannot be shared with other companies or third-party entities without your direct approval.

To join our SMS program, you may opt in through the following methods, in compliance with the 2025 CTIA Guidelines:

- **Web Form:** Provide consent by checking a clearly labeled checkbox explicitly stating SMS program enrollment during the opt-in process.
- **Verbal Consent:** Offer verbal consent by clearly agreeing to SMS participation after being read a compliant SMS consent disclosure.
- **In-Person Paper Form:** Sign or complete a paper intake form that includes a dedicated section with clear language outlining SMS consent.

#### Message Frequency

You will receive no more than 3-5, unless for urgent notifications. Standard carrier rates apply.

2. **Opt-Out Process**

Reply “**STOP**” any time to end messages; “**HELP**” to receive support instructions; or contact **brooklynsupport@allenschool.edu / 718-243-1700**.

3. **Terms of Consent**

Your consent is voluntary and not a condition of purchase. You may receive informational messages as described at opt-in.

4. **Privacy Policy**

Your mobile number and interaction data are governed by our Privacy Policy: [www.allenschool.edu/privacy-policy/](http://www.allenschool.edu/privacy-policy/). Data is used solely for SMS delivery purposes.

5. **Message & Data Rates**

Standard rates may apply per your carrier plan. Allen School is not liable for carrier charges.

6. **Record-Keeping & Compliance**

We maintain detailed logs of opt-ins/opt-outs (dates, times, methods) to satisfy TCPA 2025 proof-of-consent requirements.

7. **Changes to Terms**

We reserve the right to update these Terms. Significant changes will be sent via SMS or posted online. Continued participation implies acceptance.

8. **Disclaimers & Liability**

Message delivery depends on carrier networks; we cannot guarantee uninterrupted service or delivery times.

**Contact Information**

**Email:** brooklynsupport@allenschool.edu

**Phone:** 718-243-1700

**Address:** 188 Montague St 2nd FL Brooklyn, NY 11201

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