



Mobile Opt-In Disclaimer Language

Web Forms, Events, and Keyword Opt-Ins

ADD THIS LANGUAGE TO:

Terms & Conditions and/or Privacy Policy Language ([example](#)):

MOBILE OPT-IN. *By providing your mobile number you consent to receive text messages from **NAME OF YOUR ORGANIZATION** via the number 66539. Message and data rates may apply. You can always unsubscribe from messages by texting STOP to opt-out. You can also text HELP for more information. Recurring messages can be expected. We will never sell your number any other information to a third party.*

The wireless operator does not guarantee that alerts will be delivered and will not be held liable for delayed or undelivered messages. T-Mobile® is not liable for delayed or undelivered messages.

Keyword Call-to-Action (Graphic, Paper Form, Oral/Speech)

Text **KEYWORD** to **66539**

to get text message updates from the **Organization Name**.

*Recurring Msgs. Reply STOP to quit, HELP for info. Msg&DataRatesMayApply
<https://orgurl.org/privacypolicy>*

Web Form Opt-In Language ([example](#)):

*By providing my cell phone number I agree to receive calls and texts to that number from **NAME OF YOUR ORGANIZATION** that may be automatically dialed or prerecorded.*

*Recurring Msgs. Reply STOP to quit, HELP for info. Msg&DataRatesMayApply
[Mobile Commons Terms and Conditions](#)*

SMS Mobile Opt-In Language:

All mobile opt-ins must receive an introductory text message that includes the following:

- Sending Organization Identified
- Required Legal Language: Reply STOP to quit, HELP for info.
Recurring Msgs. Msg&DataRatesMayApply

Sample Keyword Opt-In Path Language:

User Texts **KEYWORD** to **SHORTCODE**

Message #1:

Welcome to the **SHORTENED NAME** Mobile Network! We'll keep you updated on **TOPIC**. What is your name?

Reply STOP2quit, HELP4info.

Recurring Msgs. Msg&DataRatesMayApply

Message #2:

Hi {{first_name}}! We'd love to keep you updated on local events, news and actions. Please reply to this message with your ZIP CODE.

-Person's Name @ ORGACRONYM

Message #3:

Great! We'll be in touch. But real quick. I just want to confirm: Is {{postal_code}} correct?
Reply Y/N