

# **SMS Compliance Policy for Haynes Family of Programs**

## **1. Introduction**

This SMS Compliance Policy outlines the guidelines and procedures for the use of SMS (Short Message Service) communications at Haynes Family of Programs. Our goal is to ensure that all SMS communications are conducted in a manner that is compliant with applicable laws and regulations, protects the privacy of our clients, and maintains the integrity of our services.

## **2. Purpose**

The purpose of this policy is to:

- Ensure compliance with relevant laws and regulations governing SMS communications.
- Protect the privacy and personal information of our clients.
- Provide clear guidelines for the use of SMS communications within the organization.

## **3. Scope**

This policy applies to all employees, contractors, and third-party service providers who use SMS communications on behalf of Haynes Family of Programs.

## **4. Compliance with Laws and Regulations**

All SMS communications must comply with applicable laws and regulations, including but not limited to:

- The Telephone Consumer Protection Act (TCPA)
- The CAN-SPAM Act
- The General Data Protection Regulation (GDPR) (if applicable)
- Any other relevant federal, state, or local laws

## **5. Consent**

Before sending any SMS messages, explicit consent must be obtained from the recipient. This consent must be documented and retained for compliance purposes. Recipients must be informed of their right to opt-out of receiving SMS messages at any time.

## **6. Content of SMS Messages**

All SMS messages must be clear, concise, and relevant to the recipient. The content must not include any misleading or deceptive information. Additionally, messages must include:

- The identity of the sender
- Instructions on how to opt-out of future messages

## **7. Data Privacy and Security**

Personal information collected for SMS communications must be handled in accordance with our Data Privacy Policy. Measures must be taken to protect the confidentiality and security of this information.

## **8. Record Keeping**

Records of all SMS communications, including consent and opt-out requests, must be maintained for a minimum of three years. These records must be accessible for audit and compliance purposes.

## **9. Monitoring and Enforcement**

Compliance with this policy will be monitored regularly. Any violations of this policy may result in disciplinary action, up to and including termination of employment or contract.

## **10. Review and Updates**

This policy will be reviewed annually and updated as necessary to ensure continued compliance with applicable laws and regulations.

## **11. Contact Information**

For any questions or concerns regarding this policy, please contact the HR Department at Haynes Family of Programs via email at [hrinquires@leroyhaynes.org](mailto:hrinquires@leroyhaynes.org).