

SMS Terms and Conditions

272 Hospitality SMS Terms and Conditions

Effective Date: 4-18-25

1. Introduction

By opting into the SMS program provided by **272 Hospitality**, you agree to receive recurring text messages to the phone number you provided. These messages may include updates, notifications, and alerts. By participating, you agree to these Terms and Conditions, which comply with the **Telephone Consumer Protection Act (TCPA)** and the **FCC's 2024** guidelines.

2. Opt-In Consent

In accordance with the **2024 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 **272 Hospitality 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 2024 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.**

By opting in, you acknowledge that your consent to receive SMS messages is **not a condition of any purchase**. You may receive informational messages as specified at the time of opt-in.

3. Message Frequency

The number of messages you receive will vary but will not be more than 1,000 messages per day unless there is a notification event. Message and data rates may apply depending on your mobile carrier and plan.

4. Opt-Out Process

You can opt out of receiving SMS messages from **272 Hospitality** at any time by replying with the word **"STOP"** to any text message you receive from us. Once you opt out, you will not receive any further messages unless you choose to opt back in. For assistance, you can reply **"HELP"** for

further instructions or contact our support team directly at catering@272hospitality.com or 308-337-4477.

5. Terms of Consent

By opting into this SMS program, you agree to receive SMS messages from **272 Hospitality** in compliance with the **TCPA** and the **FCC's** 2024 guidelines. All messages will be logically and topically related to your interaction with our services and products.

Your consent is **specific to 272 Hospitality**, and it does not extend to third-party businesses or affiliates unless explicitly stated at the time of opt-in, as mandated by the **FCC's one-to-one consent rule** introduced in 2024.

6. Privacy Policy

We take your privacy seriously. By opting into our SMS services, you agree to our **Privacy Policy** https://www.cunninghams-journal.com/files/ugd/434c3e_5c9b009ac02f48a0bc8204e0c0423ab6.pdf, which explains how we collect, use, and protect your personal information. Your phone number and interaction data will only be used for the purpose of delivering the SMS messages outlined in this agreement.

7. Message and Data Rates

Message and data rates may apply, depending on your mobile service provider and plan. **272 Hospitality** is not responsible for any fees charged by your carrier for receiving or sending messages related to our service.

8. Record-Keeping and Compliance

We maintain detailed records of when and how you provided consent to receive SMS messages. This includes storing opt-in and opt-out dates and timestamps. These records are maintained in compliance with **TCPA** regulations and may be used to demonstrate proof of consent if required.

9. Changes to Terms and Conditions

272 Hospitality reserves the right to modify or change these Terms and Conditions at any time. Any significant updates will be communicated via SMS or through our website. By continuing to use our SMS services after any changes, you agree to the revised Terms and Conditions.

10. Disclaimers and Liability Limitations

272 Hospitality is not responsible for delayed or undelivered messages. Delivery of SMS messages is subject to effective transmission from your mobile carrier and network provider. We cannot guarantee that SMS services will always be available in all areas.

11. Contact Information

If you have any questions or concerns regarding these Terms and Conditions or the SMS service, please contact us at:

- **Email: catering@272hospitality.com**

- **Phone: 308-337-4477**
 - **Address: 610 West Talmadge St Suite A, Kearney, NE 68845**
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Links:

- **Terms and Conditions:** <https://www.cunninghams-journal.com/contact>
 - **Privacy Policy:** https://www.cunninghams-journal.com/_files/ugd/434c3e_5c9b009ac02f48a0bc8204e0c0423ab6.pdf
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Key 2024 Compliance Elements:

- **One-to-One Consent:** Reflects the **2024 FCC regulation** that requires explicit consent for messages from a single seller, preventing bundled consents for multiple parties
- **Clear Disclosures:** The template clearly outlines message frequency, data rates, opt-out mechanisms, and consent specifics as required by the **TCPA**
- **Opt-Out Mechanisms:** Clear opt-out instructions are provided, with immediate processing of opt-out requests, as required under current guidelines

This updated **Terms and Conditions** template complies with the 2024 **TCPA** and **FCC** guidelines, ensuring that your SMS marketing practices are transparent, compliant, and user-friendly.
