

# SMS Opt-In & Consent Policy

Breakthrough Birmingham Family Communication Program

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## 1. Purpose

This policy describes how Breakthrough Birmingham (“Breakthrough”), a nonprofit education organization, obtains voluntary, express consent from parents and guardians before sending text messages (SMS), and how that consent is documented, honored, and revoked. **You do not need to agree to receive text messages to enroll, participate in Breakthrough Birmingham programs, or receive any services. Text message consent is completely optional and is never a condition of enrollment, participation, or receiving any service.**

## 2. Program Description

|                       |                                                                                                                                                               |
|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Sender</b>         | Breakthrough Birmingham, a nonprofit education organization                                                                                                   |
| <b>Recipients</b>     | Parents, guardians, and staff who voluntarily opt in                                                                                                          |
| <b>Message types</b>  | Attendance alerts, event notifications, and reminders                                                                                                         |
| <b>Opt-in method</b>  | Separate, optional, unchecked checkbox on the paper enrollment form or the digital enrollment signature form. You do not need to consent to receive services. |
| <b>Terms</b>          | <a href="https://btbconnect.lovable.app/terms">https://btbconnect.lovable.app/terms</a>                                                                       |
| <b>Privacy Policy</b> | <a href="https://btbconnect.lovable.app/privacy">https://btbconnect.lovable.app/privacy</a>                                                                   |

## 3. How Consent Is Collected

Text message consent is collected **separately from enrollment**. The enrollment form is complete and valid without it. On both the paper enrollment form and the digital enrollment signature form, a distinct section titled “Optional: Text Message Sign-Up” appears apart from the enrollment information and enrollment signature:

- The consent checkbox is **unchecked by default** and must be checked by the parent/guardian.
- The section states in plain language: **“You do not need to consent to receive text messages to enroll or receive services.”**
- A parent/guardian who leaves the section blank completes enrollment normally, receives all program services, and receives no text messages.
- Only families who affirmatively check the box and provide a mobile number are added to the text message program.
- The Terms and Privacy Policy links are shown directly in the section.

**Declining text message consent has no effect on a family's enrollment, participation, or access to any Breakthrough Birmingham program or service.**

## 4. Consent Language Presented at Sign-Up

The following disclosure appears next to the optional checkbox on both forms:

*“Optional: Check this box to receive texts from Breakthrough Birmingham about attendance, events & reminders. Not required to enroll or receive services. Msg & data rates may apply. Msg frequency varies. Reply STOP to opt out, HELP for help.”*

## 5. Welcome Confirmation Message

After a family opts in, they receive a single automated welcome message:

*“Breakthrough Birmingham: You're signed up for attendance, event & reminder texts. Msg frequency varies. Msg & data rates may apply. Reply HELP for help, STOP to opt out. Reply here anytime to reach staff. Terms: <https://btbconnect.lovable.app/terms> Privacy: <https://btbconnect.lovable.app/privacy>”*

## 6. Message Types & Frequency

- **Attendance alerts** – notifications about student absences or tardiness.
- **Event notifications** – updates about program events and family meetings.
- **Reminders** – deadlines, schedule changes, and other program reminders.

Message frequency varies with program activity. No marketing or promotional messages are sent.

## 7. Opt-Out & Help

Recipients may opt out at any time by replying **STOP** to any message and will receive one final confirmation. No further messages are sent unless the family opts in again by checking the optional consent box on a new form. Recipients may reply **HELP** for assistance, or contact [hello@breakthroughbham.org](mailto:hello@breakthroughbham.org) or (305) 484-3044. Opting out does not affect enrollment or services in any way.

## 8. Data Use & Privacy

Mobile numbers collected for this program are used only to send the messages described above. Breakthrough does not sell, rent, or share mobile numbers or SMS opt-in data with third parties for marketing or promotional purposes. See the Terms (<https://btbconnect.lovable.app/terms>) and Privacy Policy (<https://btbconnect.lovable.app/privacy>).

## 9. Consent Record Retention

Breakthrough keeps the signed paper form or digital signature record showing the checked consent box, along with the date, for as long as the number remains in the program and as required by applicable recordkeeping rules.

# Breakthrough Birmingham

## Student Enrollment Form

Nonprofit education organization | Birmingham, AL

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### Part A: Enrollment Information

Student Full Name

Grade / Homeroom

Parent / Guardian Full Name

Relationship to Student

Enrollment Signature (type full name)

Date

*This signature confirms enrollment only. You do not need to consent to text messages to enroll or receive services.*

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### Part B: Optional Text Message Sign-Up

**OPTIONAL.** Leave this section blank if you do not want texts. Your enrollment is complete without it.

Optional: Check this box to receive texts from Breakthrough Birmingham about attendance, events & reminders. You do not need to consent to receive text messages to enroll or receive services. Msg & data rates may apply. Msg frequency varies. Reply STOP to opt out, HELP for help.

☐

Yes, I choose to receive text messages from Breakthrough Birmingham.

Mobile Number for Texts

Initials (only if opting in)

Terms: <https://btbconnect.lovable.app/terms>

Privacy Policy: <https://btbconnect.lovable.app/privacy>

Mobile numbers and opt-in data are never shared with third parties for marketing. To stop texts at any time, reply STOP. Opting out does not affect enrollment or services.