

## **Acclaim Telecom Messaging Policies**

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### **Overview**

SMS/text messaging provides a direct mechanism to reach constituents. By sending content directly to their mobile device, users are more likely to consume and appropriately react to content that has been shared.

While this is a powerful medium, a number of compliance components must be in place in found here cover centrally initiated SMS campaigns along with those created by individual schools, colleges, and units. Additionally, a number of other items are identified as being order to leverage these platforms correctly. The Privacy Policy and Terms of Service (TOS) required; these fall on the initiating organization to ensure they are implemented for their respective campaign.