



KK CORP SMS COMMUNICATION CONSENT POLICY

(VERSION 1.0)

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KK CORP SMS COMMUNICATION CONSENT POLICY

Introduction KK Corp is dedicated to protecting customer privacy and ensuring full compliance with all U.S. legal and industry requirements regarding SMS communications. This document outlines our SMS consent policy in detail, explaining the methods of obtaining consent, the opt-out process, data protection measures, and the regulatory standards we follow. Our goal is to maintain transparency and protect customer rights while providing efficient communication services.

Compliance with U.S. SMS Regulations KK Corp adheres to all relevant U.S. laws, including but not limited to:

- **The Telephone Consumer Protection Act (TCPA):** This law restricts unsolicited calls and texts, ensuring businesses obtain explicit consent before sending SMS messages.
- **The CAN-SPAM Act:** While primarily for email, this law sets guidelines for commercial messages, requiring businesses to provide opt-out mechanisms.
- **Carrier-Specific Policies:** We comply with SMS guidelines established by mobile carriers to prevent spam and unwanted messages.
- **State-Specific Regulations:** Some U.S. states have additional SMS communication regulations, which we fully comply with.
- **The California Consumer Privacy Act (CCPA):** We ensure California residents have full transparency and control over their SMS communication preferences.
- **The General Data Protection Regulation (GDPR) (if applicable):** For customers outside the U.S., we follow GDPR principles to protect user data and privacy rights.

Importance of SMS Communication SMS communication is a valuable tool for businesses and customers alike. It allows businesses to send real-time updates, promotional offers, and appointment reminders directly to a customer's phone. Some key benefits include:

- **Instant Communication:** SMS messages are typically read within minutes, making them an effective way to reach customers quickly.

- **High Engagement Rates:** Compared to emails, SMS messages have a much higher open rate.
- **Customer Convenience:** Customers can receive important updates without needing internet access.
- **Security & Verification:** SMS messages can be used for two-factor authentication to enhance account security.
- **Personalized Marketing:** Businesses can use SMS to offer targeted promotions based on customer preferences.
- **Emergency Notifications:** SMS can be used to send urgent alerts or service-related announcements to customers.

Methods of Obtaining Consent KK Corp collects SMS communication consent through multiple methods to ensure full transparency and compliance.

1. Website Opt-In

Customers can provide consent by submitting a web form available on our official website. This form includes:

- o A clear description of the types of messages they will receive (e.g., order updates, promotional offers, appointment reminders).
- o Disclosure of potential carrier-imposed data rates.
- o Details about message frequency to manage expectations.
- o Instructions for opting out at any time.
- o A checkbox that requires users to confirm their agreement before submission.
- o Secure storage of consent information in our customer management system.

2. Paper Form Consent

For customers visiting our physical locations, we provide a written consent form to collect opt-in approval. This document includes:

- o A detailed explanation of message types: expected frequency, and potential charges.
- o A customer signature confirming voluntary consent.
- o Instructions on how to withdraw consent at any time.

- o Secure retention of signed forms in the customer's records for reference and compliance purposes.

3. Verbal Consent

Customers may also provide verbal consent in person or over the phone. During these interactions, our representatives ensure that the following information is clearly communicated:

- o The nature of messages customers may receive.
- o The possibility of carrier data charges.
- o Their right to revoke consent at any time.
- o That all verbal agreements are recorded and documented securely in the customer's file.

Confirmation of Consent Upon providing consent, customers receive a confirmation message stating:

- That they have opted in to receive SMS messages from KK Corp.
- The type of messages they should expect.
- How they can opt out at any time by replying **"STOP."**
- A link to our privacy policy for further details.

Opt-Out Process Customers who wish to discontinue SMS communications can do so easily using the following methods:

- **Replying "STOP"** to opt out of further messaging or reply HELP for more information.
View our terms and privacy policy at our website.[\[link\]](#).
- **Contacting Customer Support** to request removal. Our representatives will process the request immediately.
- **Updating Preferences Online** through a designated customer portal.
- **Using a Dedicated Opt-Out Form** on our website for streamlined processing.

Once an opt-out request is received, KK Corp ensures that the customer is removed from the SMS list within 24 hours. Customers who later decide to re-subscribe must go through the consent process again.

Data Protection and Security KK Corp prioritizes the confidentiality and security of customer data. We implement the following measures to protect stored consent records:

- **Encryption:** All stored data is encrypted to prevent unauthorized access.
- **Limited Access:** Only authorized personnel can view consent records.
- **Regular Audits:** We conduct routine compliance checks to ensure adherence to our privacy policies.
- **No Data Sharing:** Customer phone numbers and personal data are never shared, sold, or distributed to third parties.
- **Data Retention Policies:** SMS consent records are retained for compliance purposes and deleted in accordance with privacy laws.
- **Multi-Factor Authentication:** Additional security layers to prevent unauthorized access to customer communication data.

Best Practices for Businesses Using SMS To ensure compliance and enhance customer trust, KK Corp implements:

- **Clear Language in SMS Messages:** No misleading content or unauthorized promotions.
- **Frequent Policy Reviews:** Annual compliance audits and updates.
- **Training for Staff:** Employees handling SMS communications receive compliance training.
- **Monitoring and Customer Feedback:** Regular analysis of opt-out trends and user concerns.
- **Consent Renewal Mechanisms:** Customers may be periodically asked to reconfirm their consent to continue receiving messages.

Common Questions and Concerns

1. Will I be charged for receiving SMS messages from KK Corp?

KK Corp does not charge customers for SMS messages; however, standard carrier rates may apply. Customers should check with their mobile service provider for details.

2. Can I customize the types of SMS messages I receive?

Yes, customers can manage their preferences through our website or customer support.

3. What happens if I accidentally opt out?

If a customer opts out but wishes to re-subscribe, they must go through the consent process again via website opt-in, paper form, or verbal consent.

4. How does KK Corp handle complaints regarding SMS messages?

Customers can report issues through our support team. We investigate complaints promptly and take necessary action to resolve them.

5. How often does KK Corp review this policy?

Our policy is reviewed at least annually and updated as necessary to align with regulatory changes and best practices.

Compliance Monitoring and Updates We regularly review and update our SMS communication policy to align with changes in U.S. regulations and industry standards. Any modifications will be communicated to our customers via SMS or website updates.

KK Corp is committed to maintaining the highest standards in SMS communications.

Thank you for your trust in our services.

