

Boothbay Region Student Aid Fund SMS Messaging (Texting) Policy

Adopted Effective May 20, 2026

1. Purpose

Boothbay Region Student Aid Fund (BRSAF) may use SMS messaging, including through autodialers or texting platforms or apps, to communicate with student applicants and students who receive scholarship awards (together “recipients”). BRSAF staff will have access to and receive a copy of this policy.

2. Compliance with Regulations

BRSAF messaging practices are intended to comply with the requirements set forth by law and generally accepted guidelines for nonprofit text messaging.

3. Consent & Opt-in Policy

Recipients must provide express consent before receiving SMS messages from BRSAF. Consent may be obtained by any of the following methods:

- Opt-in through the application form submitted to BRSAF;
- Written consent by email to brsaf.org@gmail.com;
- Sending an SMS message to opt in to SMS communications; or
- Any method allowed by any app or platform used by BRSAF for SMS messages.

The above methods apply to reinstating consent if a recipient had previously opted out.

4. Opt-Out Policy

Recipients can opt out of receiving messages at any time by replying “STOP” or by written request sent to BRSAF by email. Opt-out requests will be processed as soon as possible, but no later than five business days after receipt.

5. Automated Messaging Compliance and Records

- If required, automated messages will only be sent from numbers registered under an approved campaign. BRSAF may rely on a text messaging platform or app for registration.
- BRSAF will keep records of opt-in and opt-out requests, including maintaining a do-not-contact list of recipients who have opted out.
- BRSAF is not required to reference any do-not-call registry if we have received opt-in consent for SMS communications.

6. Approved Systems and Device Use

BRSAF employees, contractors, and representatives may use only BRSAF-approved devices and methods for SMS message communications. Personal device use is not permitted unless an exception is granted in writing, along with any monitoring, recordkeeping or documentation processes required to be used for BRSAF to observe and retain records relating to a personal device.

7. Message Content, Timing, Frequency and Data Rates

Types of messages sent to recipients will include:

- Reminders to complete or submit application materials;
- Notifications of missing items or upcoming deadlines; and
- Simple status updates such as “please check your email” or “your application is complete.”

The number and timing of the messages will comply with the following:

- The number of messages will not exceed the maximum number allowed by our platform.
- No more than 12 messages will be sent to any one recipient in one week.
- Messages will be sent during ordinary business hours.
- No promotional or marketing messages will be sent.
- To comply with legal requirements and guidelines, BRSAF will not send messages with content regarding: alcohol, tobacco, firearms, hate/harassment speech, loans/credit, misleading or fraudulent information, political messages, or inappropriate adult or violent content.

Message and data rates may apply to recipients. Recipients are responsible for any fees or data charges incurred. Recipients should direct any questions about fees or charges to their mobile carrier.

8. Privacy and Data Protection

For privacy and data protection, BRSAF policy includes the following:

- Phone numbers provided for SMS messaging will not be shared with third parties or affiliates for marketing or promotional purposes.
- Personal data will be securely stored and used strictly for application-related and scholarship purposes.
- BRSAF will not request sensitive information over SMS messages, such as social security numbers, passwords, or account numbers.

9. Disclaimers

BRSAF provides SMS communications as a courtesy to recipients. Recipients are responsible for monitoring the status of their applications or awards and for completing their applications and submitting all materials and information required for applications or scholarship awards. BRSAF is not responsible and will not be liable for any delays or missed messages or notices, including any failure to send a communication, update or notice by SMS message or otherwise.

BRSAF reserves the right to terminate SMS communications, in whole or part, at any time and for any reason.

This is a policy document. This document does not create contract or other rights. BRSAF reserves the right to take actions inconsistent with this policy. Such inconsistent actions should be approved by the Board of Directors or the Executive Director. These situations may arise when required to comply with law, best practices, changed circumstances, or when another BRSAF policy, principle or ethical standard takes precedence over this policy.

10. Contact and Notices

Notices, questions, opt-in and opt-out requests may be sent to brsaf.org@gmail.com. Please include “SMS Policy” as the subject line.