

# **Tru Consulting Services, LLC SMS Communications Compliance Policy**

## **Purpose**

This policy outlines the procedures and compliance standards used by Tru Consulting Services, LLC for sending SMS text messages related to real estate services, property inquiries, appointment scheduling, transaction coordination, and customer communications.

## **Consent Requirements**

Tru Consulting Services, LLC only sends SMS messages to individuals who have provided express consent through signed paper forms, website submissions, verbal opt-in during inbound calls, or direct customer requests. Consent records are securely retained for compliance verification and audit purposes.

## **Message Content Guidelines**

All SMS messages are business-related, relevant, non-deceptive, compliant with carrier policies, and sent only during reasonable business hours.

## **Opt-Out Process**

Recipients may opt out at any time by replying STOP. Once STOP is received, the number is immediately removed from all campaigns and no further SMS messages are sent.

## **Help Requests**

Recipients may reply HELP to receive business contact information and support assistance.

## **Data Protection**

Personal information collected through SMS communications is not sold or shared with third parties and is securely stored.

## **Regulatory Compliance**

Tru Consulting Services, LLC complies with TCPA regulations, CTIA Messaging Principles, and A2P 10DLC carrier requirements.

## **Policy Updates**

This policy may be updated periodically to reflect regulatory changes and operational improvements.

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