



This Messaging Policy applies to SMS, MMS, and CoreNexa messaging channels. At **Copper Canyon Communications**, we believe that the messages people want to receive should reach them without interference from spam filters or network blockers. To help ensure this outcome, we work closely with our customers to promote responsible messaging that is consent-based and compliant with relevant laws, industry standards, and accepted norms of fairness and decency.

This principle is central to **Copper Canyon Communications'** Acceptable Use Policy.

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## Applicability

**Copper Canyon Communications** treats all messaging transmitted via its platform – regardless of use case or phone number type (e.g., long code, short code, or toll-free) – as Application-to-Person (A2P) messaging. All A2P messages are subject to this Messaging Policy, which includes guidelines for:

- Consent (Opt-in)
- Revocation of Consent (Opt-out)
- Sender Identification
- Messaging Usage
- Filtering Evasion
- Enforcement

This policy applies to all customers using **Copper Canyon Communications'** messaging services. If you enable others (e.g., end users or clients) to send messages through **Copper Canyon Communications** (such as Independent Software Vendors or ISVs), you are responsible for their compliance with this Messaging Policy.

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## Consent / Opt-In

### Proper Consent Requirements:

- Consent must be given willingly and directly.
- Consent cannot be purchased, sold, or transferred (e.g., from third-party phone lists).
- Consent applies only to the specific brand, purpose, and type of messaging disclosed to the user.
- Proof of consent must be documented (e.g., timestamp, sign-up form, etc.).
- If you delay initial messaging, reconfirm consent in your first message.
- Consent must be revalidated periodically based on applicable law or industry best practices.

### Alternative Consent Scenarios:

1. **Contact Initiated by an Individual:**

If someone contacts you first (e.g., asks for store hours), you may respond. This is considered valid consent for that exchange only.

2. **Informational Messages Based on Prior Relationship:**

If a customer has shared their number and taken an action (e.g., made an appointment), you may send messages directly related to that event. These must be informational, not promotional.

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## Ongoing Consent and Opt-Out

### Ongoing Messages:

If you send periodic or recurring messages, include instructions for opting out in your first message. Example: "Reply STOP to unsubscribe."

### Opt-Out Process:

- Use standard keywords such as STOP, STOPALL, UNSUBSCRIBE, CANCEL, END, or QUIT.

- Honor opt-outs immediately and send only one final confirmation message.
  - New consent is required before sending further messages to the same recipient.
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## Sender Identification

All messages must clearly identify your business or brand as the sender—except in follow-up messages of an ongoing conversation thread.

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## Messaging Content Rules

Even with consent, the following content is strictly **prohibited** on **Copper Canyon Communications'** platform:

- **Illegal content** (e.g., content violating local, state, or federal laws).
  - **Cannabis or CBD-related messaging** in the U.S., regardless of legality in specific states.
  - **Prescription medication offers** for drugs not sold over-the-counter.
  - **Hate speech**, harassment, or content from hate groups.
  - **Fraudulent or deceptive messages**.
  - **Malware, viruses**, or other malicious content.
  - **Content designed to bypass spam or abuse detection filters**.
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## Country-Specific Rules

You are responsible for ensuring your message complies with local laws, regulations, and industry standards based on the recipient's location.

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## Age and Geographic Gating

For industries like **alcohol, tobacco, firearms, gambling**, or other regulated content, you must:

- Ensure recipients meet the legal age requirements.
- Verify and enforce compliance with relevant laws and industry regulations.
- Retain proof of your compliance processes.

Customers may not use **Copper Canyon Communications'** platform to evade **Copper Canyon Communications'** or any other telecom provider's unwanted messaging detection and prevention mechanisms. Subject to **Copper Canyon Communications'** Privacy Policy, **Copper Canyon Communications** collects and monitors the content of text messages transmitted via its platform to detect spam, fraudulent activity, and violations of its Acceptable Use Policy.

**Examples of prohibited practices include:**

#### **Content designed to evade detection**

As noted above, we do not allow content that is specifically designed to bypass unwanted messaging detection and prevention systems. This includes:

- Intentionally misspelled words.
- Non-standard opt-out phrases created to avoid detection.

#### **Snowshoeing**

We do not permit snowshoeing, defined as distributing identical or nearly identical messages across numerous phone numbers to avoid detection mechanisms.

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## **How We Handle Violations**

When we identify a violation of these principles, we will—where feasible—work in good faith with customers to bring them back into compliance with this policy. However, to protect the messaging ecosystem and ensure legitimate use for all our customers, **Copper Canyon Communications** reserves the right to suspend or terminate access to its platform for customers or their end users who:

- Violate this Messaging Policy;
- Violate applicable laws or regulations; or
- Violate industry standards.

In the case of serious or repeated violations, **Copper Canyon Communications** may act with limited or no prior notice.

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This principle is central to **Copper Canyon Communications'** Acceptable Use Policy. For assistance or inquiries regarding this policy, please contact **service@copperccaz.com** or call us at **928-263-6763**.

#### How We Handle Violations

When we identify a violation of these principles, where possible, we will work with Customers in good faith to get them back into compliance with this policy. However, to protect the continued ability of all our Customers to freely use messaging for legitimate purposes, we reserve the right to suspend or remove access to eTech's platform for Customers or Customers' end users' that we determine are not complying with the Messaging Policy, or who are not following the law in any applicable area or applicable communications industry guidelines or standards, in some instances with limited notice in the case of serious violations of this policy.