We maintain comprehensive records of all opt-in consents in our secure database. For each subscriber, we store: date and timestamp of opt-in, phone number, opt-in method used (web form, SMS keyword, etc.), source/location of opt-in (specific webpage URL, event name, store location), IP address (for digital opt-ins), and the exact language of consent presented to the user.

All consent records are backed up daily and retained for a minimum of four years after the customer's last interaction with our service. We have implemented a systematic process that allows us to retrieve individual consent records within 24 hours if requested by carriers, regulatory bodies, or for internal audits.

For web opt-ins, we capture screenshots of the form design at each version update. For verbal consent, calls are recorded (with customer notification) and stored securely. Our system automatically logs all opt-in and opt-out activities with timestamps, creating an auditable trail of consent management