

Text Message Policy for Trellance-Hosted Events

Introduction

1.1 Trellance may use multiple forms of communication methods to contact registered attendees of events hosted by Trellance. These guidelines detail the appropriate use of text message communications for this purpose.

Scope

2.1 This policy applies to all Trellance employees in any location, including the Trellance offices, home offices, and when traveling.

2.2 This policy applies if you are authorized to represent Trellance through direct or indirect communication with registered attendees of events hosted by Trellance.

Definition

3.1 Text messages, for the purpose of this Policy, includes all SMS messages sent from or through a third-party text message management system.

Guidelines

4.1 Authorized employees may only send text messages to individuals who have expressly opted in to receive text messages from Trellance. Trellance will not send text messages to individuals who have either not opted in to receive text messages or who have expressly opted out of receiving further text messages from Trellance, e.g. by responding to a text message from Trellance with either STOP, STOPALL, UNSUBSCRIBE, END, QUIT or CANCEL.

4.2 Authorized employees may only send text messages to individuals over the age of eighteen (18) who have registered to attend an event hosted by Trellance.

4.2 All text messages sent to registered attendees must be sent from or through the third-party text message management system selected by the Marketing Department.

4.3 No Trellance employees may send text messages from their personal phone numbers.

4.4 The content of the text messages must only communicate details regarding the event hosted by Trellance for which the attendee has registered, which may include time sensitive event reminder notifications, updates to scheduled locations and/or times during the event, and other similar details. The text messages should not communicate details about other Trellance events for which the attendee has not registered.

4.5 The content of the text messages must not include any marketing or sales language for any Trellance products or services, including pricing promotions, demonstrations, or setting up meetings with Trellance personnel to discuss any Trellance products or services.

4.6 Authorized employees must ensure that the text messages comply with the following:

1. Content is accurate.

2. Messages sent should be professional and appropriate in tone and content.

3. The number of messages sent should be appropriate in quantity.

4. Text messages are sent with adequate time for the action or activity.

4.7 Trellance will not give the cell phone numbers to any unauthorized employees or third parties.

Enforcement

5.1 Any employee who violates this policy may be subject to discipline.

5.2 It is impossible to compile an exhaustive list of acceptable and unacceptable uses of text messaging for Trellance hosted events. The guidelines noted above are examples of minimum requirements.

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