**SMS Opt-In and Privacy Policy**

At Mid-America Christian University (MACU), we are committed to protecting your privacy and ensuring transparent communication. Please review our SMS opt-in and privacy practices below:

1. **SMS Opt-In Consent**:
	* By providing your phone number through any of our intake forms, you agree to receive text messages from MACU related to admissions, events, and other important University updates.
	* Consent to receive text messages is voluntary. It can be withdrawn at any time by replying STOP to any message or contacting our support team at itservices@macu.edu or 405-691-3800.
	* Standard messaging and data rates may apply.
2. **External Opt-In Consent**:
	* If you opt-in to receive SMS communication through channels outside of our website (e.g., through social media or in-person events), we will obtain your explicit consent and provide clear information about the frequency and nature of the messages.
3. **Privacy Policy**:
	* We value your privacy and handle your personal information in compliance with applicable laws. We do not share your phone number or personal information with third parties for marketing purposes.
	* For more details about how we collect, use, and protect your personal information, please visit our full **Privacy Policy**.

For any questions or concerns about our SMS policies, please contact us at itservices@macu.edu or 405-691-3800