**SMS Opt-In Terms and Conditions**

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

* **SMS Opt-In Consent**:
  + By providing your phone number through any of our intake forms, you consent to receive text messages from MACU related to admissions, registration, deadlines, events, severe weather, updates for on-ground classes, 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 It can be withdrawn at any time by replying STOP to any message or contacting our support team at itservices@macu.edu or 405-691-3800.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. Message frequency may vary. Reply HELP to any text for assistance or visit [www.macu.edu](http://www.macu.edu).
* **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.
* **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](https://www.macu.edu/consumer-info/#:~:text=Professional%20Licensure%20Disclosures-,SMS%20Communications,-SMS%20Opt%2DIn).
* **SMS Terms and Conditions**
  + The information (Phone Numbers) obtained as part of the SMS consent process will not be shared with third parties for marketing purposes.
    - Types of SMS Communications: If you have consented to receive text messages from Mid-America Christian University, you may receive messages related to the following:
      * Conversational Purposes
    - Example: John, your class will not meet today due to inclement weather. Please refer to your class homepage for further directions from your instructor.
  + Message Frequency: Message frequency may vary depending on the type of communication.
  + Potential Fees for SMS Messaging: Please note that standard message and data rates may apply, depending on your carrier’s pricing plan. These fees may vary if the message is sent domestically or internationally.
  + Opt-In Method: You may opt-in to receive SMS messages from Mid-America Christian University in the following ways:
    - By submitting an online form
  + Opt-Out Method: You can opt-out of receiving SMS messages at any time. To do so, simply reply "STOP" to any SMS message you receive. Alternatively, you can contact us directly to request removal from our messaging list.
  + Help: If you are experiencing any issues, you can reply with the keyword HELP. Or, you can get help directly from us at [www.macu.edu](http://www.macu.edu).
  + Additional Options: If you do not wish to receive SMS messages, you can choose not to check the SMS consent box or choose “no” from the drop-down on our forms.
  + Standard Messaging Disclosures:
    - Message and data rates may apply.
    - You can opt out at any time by texting "STOP."
    - For assistance, text "HELP" or visit our website at [www.macu.edu](http://www.macu.edu). You may also visit our [Privacy Policy](https://www.macu.edu/consumer-info/#:~:text=Professional%20Licensure%20Disclosures-,SMS%20Communications,-SMS%20Opt%2DIn).
    - Message frequency may vary.

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

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