

Second Baptist Church of Evanston

SMS Privacy and Messaging Policies

Effective Date: September 30, 2026

These policies supplement the Privacy Policy and Terms of Use of Second Baptist Church of Evanston (“Second Baptist Church,” “SBC,” “we,” “us,” or “our”) and govern our use of SMS and text-message communications.

1. Mobile Information and SMS Privacy Policy

Second Baptist Church may collect mobile telephone numbers and text-message preferences when individuals voluntarily provide that information through our website, ministry forms, event registrations, membership records, pastoral-care communications, or other church interactions.

We may use mobile telephone numbers and SMS consent information to:

- Respond to questions or requests;
- Communicate directly with individuals who contact the church;
- Provide worship, ministry, event, or program information;
- Send registration, scheduling, or participation reminders;
- Communicate administrative or operational information;
- Provide congregational notices and ministry updates;
- Send pastoral-care or ministry-related communications when appropriate; and
- Send other church-related communications for which the individual has provided the required consent.

Protection of Mobile Opt-In Information

No mobile opt-in information or text-message consent will be shared with third parties or affiliates for their own marketing or promotional purposes.

We may provide mobile telephone numbers and related messaging information to service providers that assist us in delivering text messages, managing communications, maintaining our technology systems, or providing related services on our behalf. These providers may use such information only as necessary to perform services for Second Baptist Church and may not use the information for their independent marketing purposes.

SMS consent is specific to Second Baptist Church and is not transferable to another organization for unrelated communications.

We do not sell or rent mobile telephone numbers, SMS subscriber lists, or text-message consent information.

2. SMS Terms of Service

By opting in to receive SMS messages from Second Baptist Church of Evanston, you agree to receive text messages from us consistent with the communications for which you have provided consent.

Depending on the program or interaction, messages may include:

- **Conversational messages**, including direct responses to questions, ministry inquiries, pastoral-care requests, or administrative conversations;
- **Informational messages**, including worship notices, ministry updates, event information, registration confirmations, reminders, schedule changes, closures, volunteer information, and other church-related notices; and
- **Promotional or outreach messages**, when separately authorized, concerning church programs, events, ministry opportunities, campaigns, or other church activities.

Message frequency may vary based on your relationship with the church, the ministry or program in which you participate, and the communications you have requested.

Message and data rates may apply.

Opting Out

You may opt out of SMS communications at any time by replying:

STOP

After receiving a valid STOP request, we will stop sending SMS messages to that number for the applicable messaging program, except where a final confirmation message is permitted or required.

Help

For assistance, reply:

HELP

You may also contact:

Second Baptist Church of Evanston

1717 Benson Avenue

Evanston, Illinois 60201

Email: office@sbcevanston.org

Website: www.secondbaptistevanston.org

Consent Is Optional

Consent to receive SMS messages is voluntary and is not a condition of:

- Attending worship;
- Becoming or remaining a member of Second Baptist Church;
- Making a charitable contribution;
- Receiving pastoral care;
- Registering for a ministry or event, except where SMS communication is necessary and separately disclosed for that specific service; or
- Receiving other church services.

You may continue to communicate with the church through other available methods if you choose not to receive text messages.

3. SMS Consent and Recordkeeping Policy

Second Baptist Church will obtain the level of consent appropriate to the type of SMS communication being sent.

Conversational Messages

When an individual initiates a text conversation with the church, consent may be implied for the purpose of responding to that conversation.

Conversational consent does not automatically authorize unrelated informational or promotional text messages.

Informational Messages

Before sending recurring informational SMS messages, Second Baptist Church will obtain express verbal or written consent when required.

Examples include:

- Service reminders;
- Ministry announcements;
- Event reminders;
- Volunteer scheduling;
- Registration updates; and
- Congregational notifications.

The church should maintain an appropriate record of such consent.

Promotional Messages

Promotional or marketing-oriented SMS messages will be sent only when Second Baptist Church has obtained the level of written consent required by applicable law and carrier requirements.

Consent records should identify, when reasonably available:

- The mobile number;
- The person providing consent;
- The date consent was obtained;
- The method by which consent was obtained;
- The messaging purpose or program;
- The consent language presented; and
- Any subsequent opt-out request.

4. Website SMS Consent Policy

Any Second Baptist Church website form that requests a mobile telephone number and offers SMS communications must include a separate SMS consent option.

The SMS consent control must:

- Be **optional**;
- Be **unchecked by default**;

- Appear near the mobile telephone number field or related consent area;
- Clearly identify Second Baptist Church of Evanston as the sender;
- Identify the general type of text messages the individual is agreeing to receive;
- State that message and data rates may apply;
- State that message frequency may vary;
- Explain how to opt out using STOP;
- Explain how to obtain assistance using HELP; and
- Include a link to the church Privacy Policy.

Providing a telephone number alone does not constitute consent to receive recurring informational or promotional SMS messages.

5. Standard Website SMS Consent Language

For forms used to obtain consent for general church informational messaging, Second Baptist Church may use the following language:

Optional SMS Consent

I consent to receive informational SMS messages from Second Baptist Church of Evanston, including church announcements, ministry updates, event information, reminders, schedule changes, and related communications. Message frequency may vary. Message and data rates may apply. Reply STOP to opt out or HELP for assistance. View our Privacy Policy at www.secondbaptistevanston.org/privacy.

[] Yes, I agree to receive SMS messages from Second Baptist Church of Evanston.

This checkbox must not be preselected.

6. Conversational Contact-Form Language

Where a contact form is primarily intended to allow someone to ask a question and receive a direct response, the following may be used:

Optional SMS Consent

I consent to receive conversational SMS messages from Second Baptist Church of Evanston regarding my inquiry. Message frequency may vary. Message and data rates may apply.

Reply STOP to opt out or HELP for assistance. View our Privacy Policy at www.secondbaptistevanston.org/privacy.

[] Yes, you may contact me by text message regarding this request.

This checkbox must not be preselected.

7. Promotional SMS Consent Language

If Second Baptist Church later intends to send promotional, fundraising, campaign, or marketing-oriented SMS communications, a separate consent mechanism should be used rather than relying on general informational consent.

Suggested language:

Optional Promotional SMS Consent

I agree to receive promotional SMS messages from Second Baptist Church of Evanston concerning church events, ministry opportunities, outreach initiatives, campaigns, and related church activities. Message frequency may vary. Message and data rates may apply. Reply STOP to opt out or HELP for assistance. Consent is not a condition of making a donation, attending worship, becoming a member, or receiving church services. View our Privacy Policy at www.secondbaptistevanston.org/privacy.

[] Yes, I agree to receive promotional SMS messages from Second Baptist Church of Evanston.

This checkbox must not be preselected.

8. SMS Opt-Out Policy

Second Baptist Church will honor valid SMS opt-out requests.

When a recipient replies STOP or otherwise clearly requests that SMS messages cease:

1. The recipient should be removed or suppressed from the applicable SMS messaging program.
2. The opt-out should be recorded in the church's messaging or contact-management system.
3. Staff and ministry leaders should not manually re-add the number to the same messaging program without new consent.

4. New consent should be obtained before recurring messages resume.

Where multiple independently subscribed messaging programs exist, the church should clearly communicate whether an opt-out applies to one program or all SMS communications from the church.

9. SMS Data Use and Access

Access to mobile telephone numbers, consent records, SMS subscriber lists, and messaging history should be limited to authorized church personnel and approved service providers with a legitimate ministry, administrative, communications, technological, legal, or compliance need.

SMS information should not be exported, copied, distributed, or used for unrelated purposes without appropriate authorization.

Mobile information should be retained only for as long as reasonably necessary for church operations, recordkeeping, compliance, dispute resolution, or other legitimate purposes.

10. Changes to SMS Policies

Second Baptist Church may update these SMS policies as necessary to reflect changes in:

- Church practices;
- Messaging programs;
- Technology providers;
- Carrier requirements;
- Industry standards; or
- Applicable laws and regulations.

The current version will be made available through the church website.