



Wise Owl Technology LLC SMS Policy

Effective Date: 16th April 2025

1. Purpose

This SMS Policy outlines the guidelines for Wise Owl Technology LLC ("Wise Owl," "we," "us," or "our") in sending text messages to customers and other individuals who have consented to receive such messages. This policy aims to ensure compliance with applicable laws and regulations, including the Telephone Consumer Protection Act (TCPA), and to maintain ethical and responsible messaging practices.

2. Consent

Wise Owl will only send text messages to individuals who have provided express written consent to receive such messages. Consent can be obtained through various channels, including:

- **Website opt-in forms:** Clear and conspicuous forms on our website where individuals can explicitly agree to receive SMS messages.
- **Keywords:** Providing a keyword (e.g., JOIN) that individuals can text to a designated shortcode to opt in.
- **Point of Sale:** Obtaining consent through a checkbox or signature at the point of sale.
- **Verbal Consent:** Obtaining consent over the phone, with clear recording and documentation of the consent.

“Keyword: **JOIN**. The keyword is found on a banner on our website where customers can see the keyword and text into the toll-free number. Once the customer texts the keyword, they are asked to reply "Y" to confirm they would like to receive a promotional SMS.

Once the user sends “Y” to confirm that they would like to receive an SMS from Wise Owl Technology, the following message is sent.

Thank you for opting in to text messages from Wise Owl Technology. We respect your privacy and will only send you relevant information. You can unsubscribe anytime by replying STOP.

3. Message Content and Frequency



- **Relevant Content:** Text messages will be limited to information relevant to the recipient, such as:
 - Order confirmations and updates
 - Product information and promotions
 - Company news and announcements
 - Customer support and service messages
- **Frequency:** Wise Owl will send messages at a reasonable frequency and avoid excessive messaging that could be perceived as spam. The frequency may vary depending on the type of message and the recipient's preferences.
- **Clear Identification:** All messages will clearly identify Wise Owl as the sender.

4. Opt-Out

- **Easy Opt-Out:** Recipients will be provided with clear and easy instructions on how to opt out of receiving further text messages. This will typically involve replying with a keyword such as "STOP" or "UNSUBSCRIBE."
- **Immediate Opt-Out:** Wise Owl will immediately honor all opt-out requests and cease sending messages to the individual.
- **Confirmation:** A confirmation message will be sent to the individual acknowledging their opt-out request.

5. Message and Data Security

- **Data Protection:** Wise Owl will take appropriate measures to protect the security and confidentiality of personal information collected and used in connection with our SMS program.
- **Secure Platform:** Wise Owl will use a reputable SMS messaging platform that complies with industry security standards.
- **Access Control:** Access to recipient data will be limited to authorized personnel.

6. Compliance and Monitoring

- **Legal Compliance:** Wise Owl will comply with all applicable laws and regulations related to SMS messaging, including the TCPA and the Cellular Telecommunications Industry Association (CTIA) guidelines.
- **Monitoring:** Wise Owl will monitor its SMS program to ensure compliance with this policy and applicable laws.
- **Policy Updates:** This policy may be updated from time to time to reflect changes in laws or business practices.



7. Contact Information

Individuals with questions or concerns about this SMS Policy can contact Wise Owl at:

- **Email:** info@childcarewow.com
- **Phone:** Local: (603) 810-0969 **Toll-Free** 1 (833) 587-8969
- **Mailing Address:** 4 Merrit Pkwy Nashua, NH 03062 USA

8. Disclaimer

Message and data rates may apply to text messages.

By consenting to receive text messages from Wise Owl, individuals acknowledge that they have read and understood this SMS Policy.