

About Texting Disclaimers

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Texting disclaimers add an extra layer of protection for both consumers and businesses. They inform recipients: (1) who is sending the messages, (2) the type and frequency of messages to expect, and (3) how to opt-out if they wish to stop receiving messages.

Opt-In Disclaimer Only

Opt-In Disclaimer Only is a texting disclaimer that does not require a mandatory response. In this flow, businesses provide consumers with a texting disclaimer, but the consumer is not required to respond with a “YES” to continue receiving messages. While consumers are not required to respond positively to the disclaimer, it should include clear instructions on how to opt-out. Typically, consumers can reply with keywords like “STOP” or “UNSUBSCRIBE” to discontinue receiving messages.

Opt-In with Consent

Opt-In with Consent is a texting disclaimer that requires a mandatory response. In this flow, businesses present consumers with a texting disclaimer and require them to respond with a specific keyword (such as “YES”) to give consent for receiving messages. Only after receiving the affirmative response will the business send further texts. The mandatory “YES” response ensures that businesses have explicit permission from consumers before engaging in communication. This step helps prevent unsolicited messages and enhances the security and privacy of consumers. In some regions, laws and regulations may necessitate businesses to obtain explicit consent before sending marketing messages.
