South Bay Cities Council of Governments

December 8, 2025

To: SBCCOG Steering Committee

From: Jacki Bacharach, Executive Director
Kim Fuentes, Deputy Executive Director
David Leger, Program Manager

Re: Messaging Privacy Policy and Terms & Conditions

BACKGROUND

Mobile cellular carriers require companies using "application to person" messaging to register their brand and campaigns with a Campaign Registry before SMS text messaging can be enabled. This requirement aims to comply with new regulations and protect consumers from spam. Although not required if SMS service is provided by the carrier directly, it is required for all VOIP services including GoTo which the SBCCOG utilizes.

Despite the SBCCOG not sending marketing-related SMS messages and only using SMS to communicate via text message with city staff and partners as necessary, the SBCCOG was still required to register its campaign and brand with the Campaign Registry. Part of the registration process includes having very specific privacy policies and terms & conditions. To meet this requirement, SBCCOG staff developed a messaging-specific privacy policy and terms & conditions which are included as Exhibit 1.

These have been approved by the Campaign Registry and the SBCCOG is cleared to use SMS messaging to communicate as described.

The SBCCOG's existing privacy policy that was adopted in April covers communications from the organization including e-newsletters and marketing/promotion of partner workshops and events. Due to the significant differences in the use-cases for the SMS text messaging compared to the email communications (general communication vs. marketing), a separate standalone policy and terms & conditions was the best approach to receive approval for the text messaging features.

RECOMMENDATION

Approve the Messaging Privacy Policy and Terms & Conditions.

Attachments:
Exhibit 1 – Messaging Privacy Policy and Terms & Conditions

MESSAGING PRIVACY POLICY

Effective Date: November 1, 2025

The South Bay Cities Council of Governments ("we," "us," "our") respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how the South Bay Cities Council of Governments collects and uses information about you when you opt-in to receive SMS messages from us.

Information We Collect

When you opt-in to receive SMS messages, we collect:

- Your phone number
- Consent to send SMS messages
- Your messaging history

How We Collect Your Information

We may collect your information directly from you, such as when you complete a form or contact us or automatically, such as when you interact with our website.

How We Use Your Information

We use your information to:

- Send you the SMS messages you've opted in to receive
- Provide updates, promotions, or other relevant content based on your preferences
- Choices and Controls
- To operate our business

You can opt out of receiving SMS messages at any time by replying STOP to any message we send you. You can review our Terms for additional information about the opt-out process available here: https://southbaycities.org/about/governing-documents/policies.

To Whom We Disclose Your Information

Your privacy is important to us. We do not share your personal information, phone number, or SMS consent opt-in data with third parties or affiliates for marketing or promotional purposes. We may disclose your information to our affiliated companies; to third party service providers, business advisors, or consultants who provide services to us; in connection with a merger, acquisition, reorganization, restructuring, financing transaction or sale of assets; as required by law or administrative order; and to assert claims or rights or to defend against claims.

Protection of Information

We take steps to protect your information against unauthorized use or disclosure.

Updates

We may periodically update this privacy policy. If we make material changes that have a substantive and adverse impact on your privacy, we will provide notice on this website prior to the change becoming effective. We encourage you to periodically review this page for the latest information about our privacy practices.

How to Contact Us

You can reach us by texting the word HELP for support to 310-371-7222. You may also contact us directly at info@southbaycities.org or 310-371-7222.

MESSAGING TERMS AND CONDITIONS

Effective Date: November 1, 2025

By opting in to receive conversational SMS messages from the South Bay Cities Council of Governments ("we," "us," "our"), you agree to these Terms and Conditions (Terms).

SMS Messaging Service

By providing your phone number, you consent to receive conversational SMS text messages from the South Bay Cities Council of Governments. You may receive customer care messages such as appointment reminders, program and project updates, and general two-way communication about the South Bay Cities Council of Governments' programs and partnerships. Message and Data Rates may apply.

Message Frequency

You will get more than one message from us unless you opt-out, and while messaging frequency varies, you will likely receive up to 4 messages per month. The South Bay Cities Council of Governments reserves the right to alter the frequency of messages at any time to increase or decrease the total number of messages. The South Bay Cities Council of Governments and carriers are not liable for delays or undelivered messages.

Message and Data Rates

Message and data rates may apply based on your mobile carrier's terms.

Privacy Policy

Your information will be handled in accordance with our Privacy Policy available here: https://southbaycities.org/about/governing-documents/policies.

Cancellation/Opt-Out Instructions

You can opt out of receiving SMS messages at any time by replying STOP to any message we send you. After you opt out of text messaging, you will receive one additional message confirming your request has been processed.

Help/Customer Support

Text the word HELP for support. You may also contact us directly at info@southbaycities.org or 310-371-7222.

Liability

We are not responsible for any charges, errors, or delays in SMS delivery or undelivered messages caused by your carrier or third-party service providers.