

## **Baldwin EMC SMS Text Messaging Disclosure**

### **Program Description**

By providing your mobile phone number and opting in, you agree to receive SMS (text) messages from **Baldwin EMC**. These messages may include, but are not limited to:

- Power outage notifications and restoration updates
- Service alerts and emergency communications
- Billing notifications and payment reminders
- Account-related updates
- Energy usage alerts and program information
- Member service communications

Message types may vary depending on your account activity and participation in Baldwin EMC services.

### **Consent (Opt-In)**

By opting in to receive SMS messages from Baldwin EMC, you provide express consent to receive recurring automated text messages at the mobile number you provide. Consent to receive SMS messages is not required as a condition of receiving electric service.

You may opt in through:

- Account enrollment or online forms
- Signing up for outage alerts or notifications
- Verbal or written authorization

### **Message Frequency**

Message frequency will vary based on your account activity, service conditions, and notification preferences. You may receive periodic or recurring messages, especially during outages or service disruptions.

### **Message & Data Rates Disclaimer**

Message and data rates may apply based on your wireless carrier and service plan. Baldwin EMC is not responsible for any fees charged by your mobile carrier.

## **Opt-Out Instructions (STOP)**

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

### **STOP**

After sending STOP, you will receive a confirmation message and will no longer receive SMS communications from Baldwin EMC unless you re-enroll.

## **Help Instructions (HELP)**

For assistance, reply:

### **HELP**

Or contact us directly:

- Phone: **(251) 989-6247**
- Email: **member.service@baldwinemc.com**
- Website: **<https://www.baldwinemc.com>**

## **Data Collection and Use**

Baldwin EMC may collect and maintain the following information when you participate in SMS communications:

- Mobile phone number
- Message interaction data (e.g., opt-in, opt-out, responses)
- Account-related identifiers

This information is used to:

- Provide reliable communication regarding electric service
- Improve service quality and member communications
- Maintain regulatory compliance
- Deliver requested alerts and support services

## **Privacy / Non-Sharing Statement**

Baldwin EMC respects your privacy. We **do not sell, rent, or share your mobile number or personal information with third parties for marketing purposes.**

Information may only be shared with:

- Trusted service providers supporting SMS delivery
- Regulatory authorities or as required by law

For more information, please review our Privacy Policy:

<https://www.baldwinemc.com/my-account/payment-and-privacy-policies/>

### **Liability Disclaimer**

Baldwin EMC is not responsible for:

- Delayed, undelivered, or misdirected messages
- Network or carrier-related issues
- Service disruptions affecting message delivery
- Errors due to incorrect or outdated contact information

SMS services are provided on an “as-is” and “as-available” basis.

### **Terms Modification Rights**

Baldwin EMC reserves the right to update, change, or modify these SMS Text Messaging Terms at any time. Any changes will become effective upon posting to our website or upon notification via SMS or other communication methods.

Your continued participation in the SMS program constitutes your acceptance of any updates.

### **Contact Information**

For questions regarding this SMS program or disclosure:

#### **Baldwin EMC**

Phone: **(251) 989-6247**

Website: **<https://www.baldwinemc.com>**

Email: **[member.service@baldwinemc.com](mailto:member.service@baldwinemc.com)**