

Black River Electric Cooperative

Mobile Messaging Privacy Policy & Terms of Service

Effective Date: July 2026 | **Provider Platform:** Spectrum Business Unified Communications / RingCentral 10DLC

Official Cooperative Document: This Privacy Policy and Terms of Service governs SMS/MMS text communications provided by Black River Electric Cooperative (BREC) to members, customers, and personnel. Publish this exact document text on the official BREC domain to satisfy Carrier & The Campaign Registry (TCR) registration requirements.

1. OVERVIEW & POLICY SCOPE

Black River Electric Cooperative ("BREC," "we," "us," or "our") is committed to protecting the privacy and security of our members and service contacts. This Mobile Messaging Privacy Policy outlines how we collect, use, and safeguard personal information obtained through our text messaging (SMS/MMS) platforms integrated via Spectrum Business Unified Communications and RingCentral.

2. INFORMATION WE COLLECT

When you opt in to receive text messages from BREC (including account notifications, outage alerts, billing updates, or direct operational communications), we may collect the following data:

- **Mobile Phone Number:** Your wireless number provided during account setup, contact updates, or direct inquiry.
- **Consent & Opt-In Records:** Timestamps, electronic signatures, web form submissions, or verbal consent records verifying your agreement to receive SMS messages.
- **Message Transmission Data:** Date, time, delivery status, and content related to two-way conversational support or automated service broadcasts.

3. HOW MOBILE INFORMATION IS USED

We use your mobile information exclusively to facilitate cooperative services, electric account operations, and member communications, including:

- Electric service power outage alerts, restoration status updates, and safety notifications.
- Billing reminders, payment receipts, and account status changes.
- Direct, two-way conversational support with BREC member service representatives or staff.
- Appointment reminders and field service scheduling.

MANDATORY CARRIER NON-SHARING DISCLOSURE

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared, sold, rented, or leased to any third parties or affiliates under any circumstances.

4. METHODS OF OPT-IN CONSENT

Consent to receive SMS communications from Black River Electric Cooperative is collected through explicit, verifiable mechanisms:

- **Customer-Initiated SMS:** Sending an initial text message to BREC phone numbers to request assistance or account information.
- **Verbal / In-Person Agreement:** Explicitly requesting text messaging updates during a phone call or in-person visit with a BREC representative.
- **Web Contact Forms / Portal:** Checking an optional, un-checked checkbox on our official website or member portal explicitly agreeing to receive SMS communications.

5. OPT-OUT INSTRUCTIONS & SUPPORT TERMS

We provide clear and flexible mechanisms to control your messaging preferences:

- **How to Opt Out:** You may cancel SMS messages at any time and by any reasonable method. The simplest way is to reply STOP (or QUIT, END, CANCEL, UNSUBSCRIBE, OPT OUT, or REVOKE) to any text message from BREC. You may also opt out by calling BREC Member Support at (800) 392-3709 or by contacting us at the address below. After you opt out, you will receive a one-time message confirming your request, and BREC will stop sending messages that require your consent. BREC will honor opt-out requests within ten business days of receipt.
- **Customer Support:** For assistance, reply HELP to any text message or contact BREC Member Support directly at (800) 392-3709.
- **Message & Data Rates:** Standard message and data rates may apply according to your mobile carrier plan.
- **Message Frequency:** Message frequency varies based on your account activity, preference settings, and operational grid notifications.

6. DATA SECURITY & CONTACT INFORMATION

BREC maintains reasonable technical, physical, and administrative safeguards designed to protect your mobile information against unauthorized access, use, or disclosure. No method of transmission or storage is completely secure, and BREC cannot guarantee absolute security.

For inquiries regarding this privacy policy or our messaging practices, please contact us:

Organization	Black River Electric Cooperative
Toll-Free Phone	(800) 392-3709
Mailing Address	P.O. Box 31, Fredericktown, MO 63645
Primary Website	https://www.blackriverelectric.com

7. TERMS OF SERVICE

Acceptance of Terms: By opting in to receive SMS/MMS messages from BREC, you agree to these Terms of Service and Privacy Policy.

Disclaimer of Warranties & Limitation of Liability: Mobile messaging services are provided on an "as is" and "as available" basis. BREC and wireless carriers are not liable for delayed, failed, or undelivered messages, or for any unauthorized access to data transmissions beyond our reasonable control.

Policy Modifications: BREC reserves the right to modify or update this Mobile Messaging Privacy Policy & Terms of Service at any time without prior individual notice. Any changes will become effective immediately upon posting the revised document to our official website (<https://www.blackriverelectric.com>). Continued participation in BREC mobile messaging programs following such changes constitutes acceptance of the modified policy.