



Connect2give, Inc.
www.connect2give.com

Mobile Giving Compliance Terms & Privacy Policy Defined by C2G, Carriers, MMA & CTIA

The Mobile Giving disclosure requirements as defined by Wireless Carriers, MGF, CTIA and the Mobile Marketing Association

Carriers are auditing these guidelines and violations will potentially lead to a hold or even deactivation of the mobile giving campaign

As for all mobile marketing campaigns including mobile giving, please also refer to the newest Mobile Marketing Association's (MMA) Consumer Best Practices Guidelines prior to engaging in any mobile campaign

<http://www.mmaglobal.com/policies/consumer-best-practices> **A. Call2Action Terms & conditions**

The following terms and conditions shall be used in **all** marketing and promotional materials that include the Mobile Call2action

These terms may be modified from time to time

1. Web Terms

The following terms must be displayed ○ A one-time donation of [ENTER TARIFF e.g. **\$10.00**] will be added to your mobile phone

bill or deducted from your prepaid balance. Donor must be age 18+ and all donations must be authorized by the account holder (e.g. parents). By texting YES, the user agrees to the terms and conditions. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the [ENTER CHARITY NAME] by the Mobile Giving Foundation and subject to the terms found at www.hmgf.org/t. Message & Data Rates May Apply. You can



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unsubscribe at any time by texting **STOP** to short code [ENTER SHORTCODE e.g. **52000**] text **HELP** to [ENTER SHORTCODE e.g. **52000**] for help. [Link to Privacy Policy]

Please ensure that the word **HELP** and **STOP** are highlighted in **BOLD** as seen above

The price point, e.g. **\$10.00** needs to be displayed in at least Font size 12 and in this exact format **\$10.00** (including zeros). We also suggest to display it in bold for highest donor transparency

The Privacy policy link must provide specific

For web widgets, display Pricing and Terms and Conditions within 125 pixels and one line break of cell submit field with no intervening text.

Display at least the first three lines of T&Cs above fold at screen resolution 1024x768' on all web pages with a call to action (user needs to be able to see at least parts of the terms without scrolling)

2. Sweepstakes

Sweepstake laws in the US are very complex and vary by State. All major mobile US carriers have **prohibited** the use of sweepstakes in conjunction with any mobile giving campaign. We have been notified by the carriers to deactivate any keywords within 24 hours if a violation becomes known

3. Privacy Policy

HTML email. See a sample at <http://mobilegiving.org/privacy/Default.aspx>, or below in Section 7.

Non compliance will create a carrier audit!



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4. Participation TV

All TV ads, Radio, Concert venue, and Print ads must have consistent terms and conditions posted

There needs to be a verbal call out and the visual terms need to be on screen at the same time as the call to action (C2A)

The verbal terms must disclose:

- Verbal call out of the keyword and short code
- Price point
- Any time frame
- Message & Data Rates May Apply
- All donations must be authorized by the account holder
- User must be age 18 or older or have parental permission to participate
- By texting YES, the user agrees to the terms and conditions

The visual terms should read as follows and need to be font size 12 and should be onscreen for 3 seconds at the time of each call to action

- A [ENTER TARIFF e.g. **\$10.00**] donation will be added to your mobile bill. Messaging & Data Rates May Apply. Go to www.hMGF.org/t for terms and help. Go to www.xxx.org for Privacy Policy

5. Concert Venue or Radio

A one-time [ENTER TARIFF e.g. **\$10.00**] donation is charged to your wireless bill or deducted from your prepaid balance. All donations must be authorized by the account holder. User must be age 18 or older or have parental permission to participate. By texting YES, the user agrees to the terms and conditions. Donations collected by the MGF. 4 info call 866-810-1203 or go to www.hMGF.org/t Message & Data Rates May Apply. Text **STOP** to [ENTER SHORTCODE e.g. **52000**] to cancel; Text **HELP** to [ENTER SHORTCODE e.g. **52000**] for help



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6. Print Ads

The following terms need to be displayed

- A one-time donation of [ENTER TARIFF e.g. **\$10.00**] will be added to your mobile phone bill or deducted from your prepaid balance. All donations must be authorized by the account holder. All charges are billed by and payable to your mobile service provider. All donations must be authorized by the account holder. User must be age 18 or older or have parental permission to participate. By texting YES, the user agrees to the terms and conditions. Service is available on most carriers. Message & Data Rates May Apply. Donations are collected for the benefit of the [ENTER CHARITY NAME] by the Mobile Giving Foundation and subject to the terms found at www.hmgf.org/t. You can unsubscribe at any time by texting **STOP** to short code [ENTER SHORTCODE e.g. **52000**] text **HELP** to [ENTER SHORTCODE e.g. **52000**] for help

7. Privacy Policy example ...and Connect2give (C2G) respects your privacy. We follow the guidelines for the mobile channel established by the Mobile Giving Foundation (MGF) and adheres to a strong privacy policy.

Your donation, identified by you through your text message donation, will be distributed from your carrier to by MGF, a nonprofit organization that distributes or grants your donation and Connect2give. We do not sell, trade or rent your personal information to other companies or individuals. We may use information collected through our services and website for research and development purposes. However, such usage will not include any personally identifiable information in such research or analysis. We only use your information for its intended purposes. By completing the transaction, you give us permission to see your personal information related to your donation. If you do not wish to share any personal information with us, please contact MGF. We use industry- leading Secure Sockets Layer (SSL) technology to keep your personal information as secure as possible.



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We will also use your information to provide you with a donation record and may occasionally send you updates about or from your favorite charities. If at any time you would like to correct and/or remove your information, please contact us at info@connect2give.com.

We comply Protection Act (COPPA) and do not knowingly collect personal information from anyone under the age of 13. Personal information collected by us is stored in our secure database. We have the right to divulge information as necessary to comply with any state and federal laws.

This website contains links to third party websites. We are not responsible for the privacy practices of these other websites.

Please contact info@connect2give.com for any inquiries regarding this website or privacy policy.