



10DLC Opt-In Process Documentation

Business Name: Premier Private Physicians

Date: 12/6/24

Opt-In Process Description

Our business collects phone numbers through an **in-person opt-in process** using a paper-based contract. Below is an outline of the steps:

1. Call-to-Action Presentation:

Customers are presented with a clear paper contract that describes the SMS program, including:

- The purpose of the messages (e.g., appointments, reminders).
- The frequency of messages (e.g., "appointment reminders for your scheduled appointments, on average about 4 times per year").
- Opt-out instructions (e.g., "Reply STOP to unsubscribe").

2. Explicit Consent:

- Customers sign the contract, acknowledging their agreement to receive text messages from us.
- The signature field is labeled:

"I consent to receive SMS text messages from Premier Private Physicians. Msg&data rates may apply. Reply STOP to opt out. For HELP, Reply HELP or call us at 248-220-1560 or email client@private-physicians.com."

3. Record-Keeping:

- Signed contracts are securely stored for compliance purposes.

4. Confirmation Message:

- Upon receiving the signed contract, we send a **welcome message** to the customer confirming their subscription and providing opt-out instructions.
Example:

“Welcome to Premier Private Physicians. You’re subscribed to receive updates. Reply STOP to unsubscribe. Msg & data rates may apply.”