

Cumberland Valley Equine Service Texting (SMS/MMS) Policies

- Background: Texting has evolved into a rapid, convenient form of person-to-person communication. New regulations (10DLC) require businesses to register texting brands and campaigns. One of these requirements is for clients to “Opt In” (consent) to communicate via text messages. A business is required to keep records of contacts that opt in and provide opt out options.
- Our fillable contact forms contain texting as a preferred communication opt in via a checkbox option (consent). Additionally, our text number is published on our contact page, and you may call or email CVES to opt in. Opting out by texting “STOP” or calling or emailing our office will remove you from our opt in list and you will no longer be able to communicate with us via text until opting in again.
- CVES will never text marketing campaigns or spam.
- CVES will use texting as an alternate or preferred source for client communications for information exchange, scheduling, and reminders.
- You may opt in by Email: Email your Name, account number, and telephone number you wish to receive texts to with “Text Opt In” either in the message header or message body to cvequineservice@gmail.com
- Established clients may opt in by texting our published number and typing “opt in” as well as your name and account number. CVES will not reply to non-client texts. Non-clients should call or email our office to initiate communication.
- You may also Opt IN or Opt OUT using a dedicated form on the Request Forms & Info page of this website.
- Please call or Email with any questions.