

# CallCatch

## SMS/Text Messaging Consent Policy

Effective Date: April 13, 2026

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### 1. Overview

CallCatch (call-catch.org) provides an AI-powered call answering and follow-up text messaging service. This document describes the processes by which CallCatch obtains, records, and honors consumer consent to receive SMS/text messages. No text message is ever sent to a consumer who has not first initiated contact by calling, and no unsolicited marketing texts are ever sent.

### 2. Scope of This Policy

This policy applies to two categories of text message recipients:

#### 2a. Direct CallCatch Customers

Individuals who call the CallCatch main line (the phone number displayed on call-catch.org) to inquire about the CallCatch service.

#### 2b. End Customers of CallCatch Vendor Partners

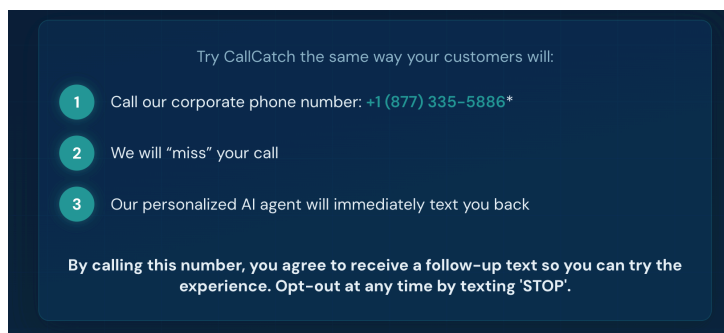
Individuals who call a vendor business that has subscribed to the CallCatch platform. In this case CallCatch provides the messaging infrastructure and the vendor is responsible for displaying the required opt-in disclosure on their website, as described in Section 5.

### 3. Consent Collection — Direct CallCatch Callers

Consent is gathered at three distinct touchpoints before or at the time the first text message is sent:

#### 3a. Website Opt-In Disclosure (Pre-Call Consent)

The following opt-in disclosure is displayed prominently beneath the CallCatch phone number on <https://call-catch.org/>:



By calling after viewing this disclosure, the consumer provides affirmative opt-in consent prior to receiving any text message.

### 3b. First-Message Consent Request (At-Time-of-Text Consent)

When CallCatch sends its first text message to a caller, that message explicitly asks for the consumer's consent to continue the conversation via text. No further texts are sent unless the consumer affirmatively responds to indicate they wish to continue.

### 3c. Opt-Out Reminder in First Message

The first text message also reiterates the consumer's right to opt out at any time. This ensures that even if the website disclosure was not noticed, the consumer is fully informed of their rights before engaging in any text exchange.

## 4. Nature and Scope of Text Messaging

Text messaging under this policy is strictly limited to the following:

- **Inbound-call triggered only:** CallCatch never initiates a text to a consumer unless the consumer has first called CallCatch.
- **Conversational Q&A only:** Text exchanges are limited to a question-and-answer format in which the consumer asks questions about the business and CallCatch (or its AI assistant) responds.
- **No unsolicited follow-up:** No marketing messages, promotions, or unsolicited follow-up texts are ever sent after the conversation ends.
- **One initial message limit:** A maximum of one text is sent unless the consumer explicitly consents to continue the conversation.

## 5. Opt-Out Mechanisms

Consumers may end a text conversation at any time through any of the following methods:

- **Passive opt-out:** Ceasing to send messages. The conversation is considered concluded if the consumer stops responding.
- **STOP keyword:** Replying "STOP" (or any standard opt-out keyword) at any time. This immediately halts all further text communication.
- **Natural language opt-out:** Stating in plain language that they wish to end the conversation (e.g., "No thanks", "I'm done", "Please stop texting me"). The system recognizes plain-language opt-outs and ceases messaging.
- **User-initiated followups:** Upon opt-out by any method, no further text messages are sent to that number, unless the user sends a followup question. At that point the opt-in process is repeated.

## 6. Vendor Partner Consent Requirements

When a vendor subscribes to the CallCatch platform, CallCatch provisions a dedicated Twilio phone number for that vendor. The same consent framework described above in 3b-3c applies to CallCatch's interactions with that vendor's callers, specifically:

### First-Message Opt-In Confirmation for Vendor Callers

When a vendor caller receives their first text message, that message asks them to confirm consent to continue the conversation, and reiterates the opt-out option, identical to the process described in Section 3b and 3c above.

## 7. Summary of Consent Layers

The following table summarizes the consent layers in place:

**Layer 1 — Website Disclosure (Call Catch Vendor Partners):** Opt-in language displayed beneath phone number on website before any call is made.

**Layer 2 — First Text Consent Request (CallCatch Vendors and Vendor Customers):** First text explicitly asks the consumer to consent to continue via text.

**Layer 3 — First Text Opt-Out Reminder (CallCatch Vendors and Vendor Customers):** First text reiterates the consumer's right to opt out at any time.

## 8. Contact

For questions about this policy or to report a compliance concern, contact CallCatch at:

Website: <https://call-catch.org/>

Email: [support@call-catch.org](mailto:support@call-catch.org)