

**Brooklyn Law School**  
**SMS Text Privacy Policy**

**Issuing Authority:** Office of the Dean and President

**Date Issued:** December 10, 2025

**Responsible Officers:** Executive Vice President Chief Operating Officer and Chief Student Affairs Officer, Vice President of Operations, Chief Advancement Officer, Associate Dean of Career Services, Senior Director of Marketing and Communications, and Executive Director of Enterprise Strategy and IT Services

**I. Purpose of the Policy**

The purpose of this policy is to regulate the Law School's use of Text Services and to provide individuals who "opt-in" to Text Services with the terms and conditions of such use.

**II. To Whom This Policy Applies**

This policy applies to all Brooklyn Law School Departments that use Law School Text Services.

**III. Policy Definitions**

*Text Services* are electronic communications, including SMS/MMS messages, sent from a BLS platform to recipients for non-emergency purposes, including but not limited to recruitment, marketing, or other business or educational purposes. Text Services do not include electronic communications, including SMS/MMS messages, sent by or between individual BLS employees.

**IV. Policy Statement**

The Law School will only use Text Services in accordance with the following terms and conditions:

**A. Personal Information Collection, Use, and Disclosure**

The Law School will collect personal information (e.g., name, telephone number, etc.) from individuals who opt-in to or engage with its Text Services. The Law School may also collect device information, carrier information, country related to the device, and message delivery status from those who opt-in.

The Law School will only use information provided by an individual via Text Services to transmit and respond to messages and to comply with regulatory requirements. It may share information with trusted third-party providers who help deliver Text Services, but it will not share such information with third parties/affiliates for marketing/promotional purposes. Likewise, text messaging originator opt-in data and consent will not be shared with any third parties.

The Law School reserves the right to disclose any information necessary to satisfy any law, regulation or governmental request, to avoid liability, or to protect its rights or property.

#### **B. Consent Information; Message Frequency/Data Rates**

Individuals may expressly opt-in to receiving Text Services from the Law School. In addition, those who provide the Law School with their telephone numbers automatically consent to receive messaging alerts using an automatic telephone dialing system or device, or any other computer assisted technology, and are not required to separately opt-in as a condition to receive Text Services.

An individual must be over the age of 18 to opt-in or consent to receiving Text Services. When an individual consents to receiving Text Services, anyone with access to their messaging information may be able to view the messages they send and receive when using the Services. The Law School will not be liable to the individual if this occurs.

Individuals may withhold consent to receiving Text Services either in whole or in part. The decision to withhold consent will in no way affect their right to any other services from the Law School to which they would be otherwise entitled.

Message frequency may vary and will depend on an individual's interactions and preferences with the Text Services. Message and data rates may apply for any messages sent between an individual and the Law School. The Law School is not liable for the cost of any such messages. Individuals with questions about their messaging and/or data plans should contact their providers.

#### **C. Withdrawal of Consent; STOP Information**

Text Services may be cancelled at any time. To cancel, an individual should reply STOP to a Law School text message. The Law School will reply with a message to confirm that you have been unsubscribed. Individuals can also opt-out of receiving Text Services by contacting [textoptout@brooklaw.edu](mailto:textoptout@brooklaw.edu). If they want to join again, they may opt-in at any time. Replying STOP will opt them out of receiving marketing and promotional text messages only. They may still receive essential, non-marketing text communications, including emergency alerts, transactional, or administrative messages, if applicable.

#### **D. HELP Information**

Individuals who require additional information may reply HELP to a Law School text message or contact [support@brooklaw.edu](mailto:support@brooklaw.edu). The Law School will respond with instructions related to the Text Services as well as how to unsubscribe.

#### **V. Disclaimer**

This Policy does not form an agreement of any kind. It is for internal purposes only and may be altered, modified, or rescinded at the discretion of Brooklyn Law School.