

Important Rules and Guidelines

1. Texting for Existing Merchants Only

Texting is strictly to be used for merchants with whom we already have a working relationship – typically, after we've received an application. This is intended as a communication tool, *not* a marketing tool.

2. Prospecting Texts are Not Allowed

Under no circumstances should texting be used for outreach or prospecting new leads. This is expressly prohibited.

3. No Mass Texting

Mass texting or "text blasts" are prohibited. Text messages must be individual and specific to the merchant you are currently working with.

4. Strict Monitoring in Place

Text usage will be closely monitored to ensure compliance with FCC laws. Any misuse may result in the removal of texting privileges, and potentially, the shutdown of our Ring Central texting account.

5. Guidance Available

Please refer to the texting guidelines that are available on the company intranet and/or Email support@bigthinkcapital.com for further questions.