

## **SMS TERMS & CONDITIONS**

By “Opting In” to or using a “Text Message Service” from Southern Farm Bureau Life Insurance Company, you accept these Terms and Conditions.

This agreement is between you and Southern Farm Bureau Life Insurance Company. All references to “Southern Farm Bureau Life Insurance Company,” “Southern Farm Bureau,” “we,” “our,” or “us” refer to Southern Farm Bureau Life Insurance Company, 1401 Livingston Lane, Jackson, MS 39213.

### **DEFINITIONS**

"Opting In," "Opt In," and "Opt-In" refer to requesting, joining, agreeing to, enrolling in, signing up for, acknowledging, responding to, or otherwise consenting to receive one or more text messages.

"Text Message Service" includes any arrangement or situation in which we send one or more messages addressed to your mobile phone number, including text messages (such as SMS, MMS, or successor protocols or technologies).

### **OPT-IN AND CONSENT**

By subscribing to our Text Message Service, you consent to receive text messages from us, and you agree to these SMS Terms & Conditions, as well as our general [Privacy Policy](#), incorporated herein by reference.

### **OPT-OUT AND SUPPORT**

To opt-out of our Text Message Service, reply STOP to any text message. You may also unsubscribe to our Text Message Service by unchecking your previous notification options on [Southern Farm Bureau's public website](#) and saving changes to update your preferences. After opting-out, you will no longer receive text messages from us.

## **SUPPORT/HELP**

For assistance, reply HELP to any text message. You may also receive assistance by providing written notice to Southern Farm Bureau at P.O. Box 78, Jackson, MS 39205 or calling Southern Farm Bureau at (601) 981-7422.

## **MESSAGE AND DATA RATES**

Southern Farm Bureau does not charge for its Text Message Service; however, standard message and data rates may apply to each text message sent or received in connection with the Text Message Service, as provided in your mobile telephone service plan.

## **MESSAGE FREQUENCY**

Message frequency will vary depending on your interactions with us.

## **SMS PRIVACY POLICY**

Southern Farm Bureau respects your privacy. We only use information you provide through the Text Message Service to transmit your mobile messages and respond to you. This includes, but is not limited to, sharing information with platform providers, phone companies, and other vendors who assist us in the delivery of mobile messages. Your mobile information will not be shared with affiliated/unaffiliated third parties for marketing purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties, excluding SMS aggregators and providers of the Text Message Service. This SMS Privacy Policy applies to your use of the Text Message Service and isn't intended to modify our general [Privacy Policy](#), incorporated by reference above, which may govern the relationship between you and us in other contexts.

## **ELGIBILTY**

To participate in the Text Message Service, you must be the authorized user of the mobile number provided, and the mobile number must be a United States number.

## **CHANGES TO TERMS**

Southern Farm Bureau may revise, modify, or amend these SMS Terms and Conditions at any time. Any such revision, modification, or amendment shall take effect when it is posted to [Southern Farm Bureau's public website](#). Your continued consent to receive Southern Farm Bureau text messages will indicate your acceptance of those changes.