

Dawn Career Institute — SMS Privacy & Messaging Compliance Policy

Effective date: February 12, 2026

1) Purpose & Scope

This policy explains how Dawn Career Institute (“DCI,” “we,” “us”) collects, uses, secures, and discloses information related to our **text messaging programs** (e.g., admissions updates, class alerts, account notifications, limited promotions), and the rules that govern your participation. It applies to all SMS/MMS communications we send using 10-digit long codes (“10DLC”) in the United States. **DCI complies with the Telephone Consumer Protection Act (TCPA) and FCC rules at 47 C.F.R. §64.1200, including consent, revocation, and do-not-call requirements.** [\[ecfr.io\]](https://ecfr.io), [\[ecfr.gov\]](https://ecfr.gov)

2) Program Description

DCI’s SMS programs may include:

- **Transactional/Informational:** application status, enrollment steps, schedule changes, campus safety notices, billing reminders, and account/security notices.
- **Promotional (optional):** event invites, program highlights, and limited time offers. **Promotional texts require prior express written consent.** (e.g., a signed form or an electronic button with clear disclosure to consent). [\[ecfr.io\]](https://ecfr.io)

Message frequency varies by program and user activity. **Message and data rates may apply.** You can text **STOP** to opt out at any time. These commands are standard carrier and CTIA best practices for A2P messaging. [\[api.ctia.org\]](https://api.ctia.org)

3) How You Opt In (Consent)

- **Transactional/Informational texts:** By providing your mobile number to DCI and requesting services that reasonably require texting (e.g., receiving appointment confirmations or security alerts), you consent to receive related messages. [\[ecfr.io\]](https://ecfr.io)
- **Promotional texts:** We require **prior express written consent** (e.g., a signed form or an electronic button with clear disclosure to consent). Consent must **identify DCI as the sender**, specify the phone number, and the content must be **logically and topically associated** with the context in which consent was obtained (e.g., DCI education programs, enrollment, student services). As of **January 27, 2025**, the FCC’s **one-to-one consent** rule requires consent **for a single identified seller at a time**; blanket “marketing partners” consent is not sufficient. [\[federalregister.gov\]](https://federalregister.gov), [\[docs.fcc.gov\]](https://docs.fcc.gov)

Recordkeeping: DCI (or its service provider) maintains consent records (time stamp, collection method, source page/screen, IP if applicable, and consent language) to demonstrate compliance and to support carrier 10DLC audits. CTIA best practices recommend documenting opt-ins and using confirmation (“double opt-in”) for recurring programs. [\[api.ctia.org\]](https://api.ctia.org), [\[10dlc.org\]](https://10dlc.org)

4) Opt Out & Revocation of Consent

You may **opt out at any time** by replying **STOP** (or reasonable variations such as “CANCEL,” “UNSUBSCRIBE”), or by using any **reasonable means** we provide (e.g., email, phone). We will honor revocation requests within a **reasonable time** (carriers and FCC guidance treat STOP and similar replies as per se valid revocations). After you opt out, you may receive one final message confirming the opt-out. [\[govinfo.gov\]](https://govinfo.gov)

5) Required 10DLC Registration & CTIA Compliance

DCI uses **A2P 10DLC** numbers registered (brand + campaign) through **The Campaign Registry (TCR)** and adheres to carrier/CTIA standards, including clear calls-to-action, explicit opt-ins, honoring opt-outs, and content rules (e.g., no illegal, fraudulent, or SHAFT content). U.S. carriers require registration and can block unregistered or non-compliant traffic; since **February 1, 2025**, carriers have enforced blocks on unregistered A2P 10DLC traffic.

6) Privacy, Use of Data & Your Rights

What we collect for SMS: mobile number, opt-in/opt-out status and timestamps, message content/metadata (date/time, delivery status), and limited device/network information provided by carriers (for deliverability and fraud prevention). We use this information to **operate the messaging program**, maintain compliance, monitor abuse/spam, and improve student services. **We do not sell your mobile information.** CTIA best practices also require maintaining a clear, conspicuous privacy policy for messaging programs.

[\[api.ctia.org\]](https://api.ctia.org)

We may share SMS data **only** with service providers (e.g., messaging platforms) under contracts that limit use to program operation and compliance, or as required by law. This aligns with TCPA/CTIA principles around transparency, consent, and limited use. [\[ecfr.io\]](https://ecfr.io), [\[api.ctia.org\]](https://api.ctia.org)

7) Data Retention

For compliance and audit purposes, we retain opt-in/opt-out logs and messaging metadata for a period consistent with legal, regulatory, carrier, and institutional policy requirements (e.g., to evidence TCPA consent and HELP/STOP handling during carrier audits). CTIA and

10DLC guidance emphasize maintaining adequate documentation; some operators recommend long-term retention for audit defense.

8) Security

DCI and its vendors implement **reasonable administrative, technical, and physical safeguards** to protect SMS consent records and message data (e.g., access controls, encryption in transit where supported, audit logging). CTIA best practices recommend security controls and periodic reviews. [\[api.ctia.org\]](https://api.ctia.org)

9) Content Standards (What We Will Not Send)

We prohibit unlawful, deceptive, fraudulent, or illicit content; impersonation; and prohibited categories often summarized as **SHAFT** (sexually explicit, hate, alcohol for underage, firearms/illicit weapons, tobacco/vape), consistent with carrier and CTIA guidance. We also avoid snowshoeing, gray routes, and other practices that degrade trust. [\[api.ctia.org\]](https://api.ctia.org)

10) Your Responsibilities

- Provide a valid mobile number you control and promptly tell us if it changes.
- Keep your contact preferences current.
- Use DCI messages for legitimate, personal purposes and do not attempt to interfere with the service.
- Understand that carrier delivery is not guaranteed; some messages may be delayed or filtered by carriers under their policies. Carriers and providers can filter non-compliant traffic under TCPA/CTIA frameworks.

11) How to Contact Us

- **Email:** [\[support@dawncareerinstitute.edu\]](mailto:support@dawncareerinstitute.edu)
- **Phone:** Dawn Career Institute [\(302\) 273-3560](tel:3022733560)

12) Changes to This Policy

We may update this policy to reflect changes in regulations (e.g., FCC TCPA updates), carrier/CTIA guidance, or our practices. **Material changes** will be posted with a new effective date, and where required, we will re-obtain consent if changes affect how we use your information or the nature of messages you receive.