



Hidden Lake RV Resort  
Est. 2002

# Hidden Lake RV Resort

## HIDDEN LAKE RV RESORT MESSAGING POLICY

### Hidden Lake RV Resort Messaging Policy

1. **Purpose of Messaging:** We utilize text messaging to communicate important information such as event invites and park updates to enhance your experience at Hidden Lake RV Resort.
2. **Consent:** Guests will provide consent to receive text messages from us during the reservation process or at check-in.
3. **Types of Messages:** Messages may include:
  - Promotional content (e.g., special offers and discounts).
  - Informational updates (e.g., park news, event notifications).
  - Conversational exchanges (e.g., responses to guest inquiries).
4. **Frequency of Messages:** Messages will typically be sent no more than three (3) times per week, barring urgent updates or direct responses to guest inquiries.
5. **Opt-Out Option:** Each message will provide clear instructions for opting out (e.g., "Reply STOP to unsubscribe"). Requests to opt-out will be actioned promptly.
6. **Messaging Hours:** Messages (barring urgent update messages) will be sent during the following hours to respect our guests' privacy:
  - Monday to Friday: 9 AM to 5 PM
  - Saturday: 10 AM to 4 PM
7. **Data Security and Privacy:** We commit to using a secure text messaging platform that ensures the protection of customer data and keeps a comprehensive record of all conversations.
8. **Prohibited Content:** All messages will avoid inappropriate content, including spam, profanity, or discriminatory language.
9. **Local Regulations Compliance:** We will adhere to all local texting regulations applicable to our location.
10. **Customer Care:** Messages will include information for guest support and assistance.

This policy aligns with the Telephone Consumer Protection Act (TCPA) and the guidelines set by the Federal Communications Commission (FCC) and the Federal Trade Commission (FTC). Through this policy, Hidden Lake RV Resort aims to provide valuable and timely information to our guests in a respectful and compliant manner.