



Messaging Guidelines and Rules

Prohibited Content and Actions on SoniTalent Corp:

Dispatching Unsolicited Correspondence

SMS recipients must have explicitly consented to receive messages from you. The opt-in process must be clearly communicated to customers, ensuring they understand that they will receive SMS messages.

The following **do not** meet the standards for valid opt-ins:

- Collecting a recipient's phone number for one purpose (e.g., payment validation) and then using it to send messages unrelated to that purpose.
- Acquiring the recipient's phone number or a lead list through purchasing, borrowing, renting, or any other means from a third party.
- Having the customer opt-in for a transactional message (such as package delivery updates) and then enrolling them in a recurring marketing campaign.

Sending Messages with Unacceptable Content

The following types of content are prohibited:

- Pornographic or sexually explicit content
- Harassing or abusive language
- Promotion of firearms or weaponry
- Advertising alcohol, tobacco, or illicit drugs
- Soliciting loans, loan forgiveness, credit repair, debt collection, or tax-related services
- Encouraging gambling activities
- Offering investment opportunities
- Making unsolicited real estate inquiries (e.g., "We Buy Homes")
- Engaging in multilevel marketing schemes
- Persistently sending or receiving one-time passcodes from or on behalf of other service providers.



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Failing to Comply with Unsubscribe Request:

Recipients may choose to unsubscribe from any further messages from you by sending stop words such as STOP or UNSUBSCRIBE. These messages will be delivered to you automatically via a webhook. Upon receipt, you have up to 24 hours to remove the recipient from your list.



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Sending a High Frequency of Messages to a Recipient

You may not send more than 10 messages to a recipient in any 24-hour period unless the following conditions are met:

- The recipient has engaged in two-way communication over SMS such as for a chat feature
- The customer has explicitly opted in to receiving frequent messages

Misrepresenting Your Identity (spoofing)

You may not represent or identify yourself as another individual or business in any way. More specifically, you may not use the message body or the phone number in away that would lead the recipient to believe you are another individual or business.

Engaging in Fraud or Phishing For Information

Sending messages with fraudulent information or phishing to get confidential information from a recipient is explicitly prohibited.

Signature of customer