

		
	SMS Privacy Policy	REV. 1.00
		10/5/2026
		Page 1 of 3
	Ben Mauch Cheryl Gossard	

1. PURPOSE

K&M Tire uses SMS/text messaging to communicate with customers, applicants, employees, and other individuals who have voluntarily provided their mobile telephone number and consented to receive applicable text messages.

The purpose of this policy is to establish consistent requirements for obtaining, documenting, and maintaining SMS consent and for sending and managing text messages through K&M Tire's messaging platforms.

K&M Tire is committed to responsible messaging practices that respect individual preferences and applicable legal and industry requirements.

2. SCOPE

This policy applies to any K&M Tire employee, contractor, vendor, or system that sends or facilitates SMS/text messages on behalf of K&M Tire.

Examples may include:

- Recruiting and applicant communications
- Interview reminders
- Employment-related notifications
- Appointment or service reminders
- Other recurring or transactional SMS communications

No K&M Tire employee or department may initiate an SMS campaign or use an SMS platform on behalf of K&M Tire without following this policy.

3. POLICY DETAILS

K&M Tire must obtain appropriate consent before sending SMS messages to individuals.

Consent must be **clear, conspicuous, and specific enough for the recipient to understand that they agree to receive text messages from K&M Tire and what type of messages they can expect.**

Consent should not be hidden within general terms and conditions or privacy policies. CTIA specifically recommends that the call-to-action clearly explains the purpose and nature of the messaging.

Where an online form is used, the SMS consent disclosure should appear directly beside the checkbox or submission mechanism.

This policy statement is intended for inclusion in K&M Tire, Inc and affiliated Businesses human resources policy, guideline, and procedure manual. This policy supersedes and replaces any previous policies on the subject and is not a contract. K&M Tire, Inc. may change or revoke all or any portion of this policy at any time, with or without prior notice to employees.

		
	SMS Privacy Policy	REV. 1.00
		10/5/2026
		Page 2 of 3
	Ben Mauch	
	Cheryl Gossard	

3.1 Opt-In Consent Verbiage

3.1.1 Place this language directly beside the opt-in checkbox or submit button on your web form.

- Standard version:
 - By checking this box, you agree to receive text messages from K&M Tire at the phone number provided regarding SMS messages. Message frequency varies. Message and data rates may apply. Consent is not a condition of hiring. Reply STOP to unsubscribe, HELP for help. View our Privacy Policy and Terms of Service.

3.2 Privacy Policy – Mobile / SMS Disclosure Clause

3.2.1 Mobile Information. We collect mobile phone numbers to send you SMS messages, e.g., appointment reminders, application status, etc. with your consent. No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties. You may opt out of receiving text messages at any time by replying STOP. For help, reply HELP or contact us at humanresources@kmtire.com.

3.3 Terms & Conditions – SMS Program Terms

3.3.1 SMS Terms & Conditions

- By opting in to receive text messages from K&M Tire, you agree to the following terms:
 - You may receive [recurring/transactional] messages related to [recruiting communications, interviews, employment-related notifications etc.].
 - Message frequency varies.
 - Message and data rates may apply, depending on your carrier and plan.
 - Consent to receive texts is not a condition of any hiring.
 - You can opt out at any time by texting STOP. After opting out, you will receive one final message confirming your unsubscribe.
 - For help, text HELP or contact humanresources@kmtire.com.
 - Carriers are not liable for delayed or undelivered messages.
 - Supported carriers include most major U.S. wireless carriers.
 - We reserve the right to modify or terminate the SMS program at any time.

This policy statement is intended for inclusion in K&M Tire, Inc and affiliated Businesses human resources policy, guideline, and procedure manual. This policy supersedes and replaces any previous policies on the subject and is not a contract. K&M Tire, Inc. may change or revoke all or any portion of this policy at any time, with or without prior notice to employees.

		
	SMS Privacy Policy	REV. 1.00
		10/5/2026
		Page 3 of 3
	Ben Mauch	
	Cheryl Gossard	

- See our Privacy Policy for information on how we handle your data.

This policy statement is intended for inclusion in K&M Tire, Inc and affiliated Businesses human resources policy, guideline, and procedure manual. This policy supersedes and replaces any previous policies on the subject and is not a contract. K&M Tire, Inc. may change or revoke all or any portion of this policy at any time, with or without prior notice to employees.