

SMS & RCS Messaging Terms & Conditions

Program Overview

AT&T uses SMS (Short Message Service, or text messaging) and RCS (Rich Communication Services) to send ongoing messages about its products and services. Depending on your preferences and permissions, these messages may include service updates and marketing communications.

Types of Messages You May Receive

- **Service messages (non-marketing):** Transactional or informational messages, such as account notifications, security alerts, service updates, or responses to customer-initiated requests.
- **Marketing messages:** Promotional messages, including offers, upsell, and retention communications.

Consent, Preferences, and Opt-Out

- **Opt-in:** You may opt in through AT&T websites, apps, privacy settings, or other clearly described AT&T opt-in experiences.
- **Preference management:** You can review or update your communication and marketing preferences at any time at: www.att.com/profile
- **Opt-out:** You may stop marketing messages at any time by replying “**STOP**”. AT&T will send a confirmation message and will not send additional marketing messages.

Message Frequency and Timing

Message frequency varies by program and customer activity. Messages are generally sent Monday through Friday and only during hours permitted by applicable state regulations. Exceptions may apply for customer-initiated actions, service-critical notifications, or state or national emergency requirements.

Rates and Charges

Message and data rates may apply depending on your wireless plan and carrier.

Terms and Conditions and Privacy Information

These messaging programs are subject to AT&T’s full Terms and Conditions, which are available through the AT&T Legal Policy Center. AT&T’s privacy practices are described in the AT&T Privacy Policy, found at: www.att.com/privacy

Help and Support

For assistance, reply “**HELP**” to any message or visit att.com/support.