

Salem State University

Admissions Text Messaging Terms & Conditions

1. Program Name

Salem State Admissions Text Alerts

2. Program Description

By opting in to receive text messages from Salem State University Admissions, you agree to receive informational, transactional, and promotional SMS and MMS messages regarding your admissions process and campus events. Messages may include, but are not limited to:

- Application status updates and deadline reminders
- Open House, campus tour, and event invitations
- Financial aid and scholarship updates
- Next steps for accepted students (e.g., orientation, deposit deadlines, registration)

3. Message & Data Rates

Message and data rates may apply. Please consult your mobile carrier for details regarding your specific text messaging plan and charges.

4. Message Frequency

Message frequency varies depending on your interactions with the University and where you are in the enrollment process. You may receive recurring messages periodically throughout the admissions cycle.

5. Customer Support & Contact Information

For assistance or questions regarding the Salem State Admissions texting program, you can reach us through any of the following channels:

- **Reply via Text:** Text **HELP** to any message you receive from us.
- **Email:** admissions@salemstate.edu
- **Phone:** 978-542-6200
- **Mail / In-Person:** Salem State University Admissions Office, 352 Lafayette Street, Salem, MA 01970
- **IT/Technical Assistance:** For broader technical privacy questions, submit a ticket via the [SSU Information Technology Help Desk](#).

6. Opt-Out & Help Instructions

- **Text STOP to unsubscribe at any time.** Upon texting **STOP**, you will receive one final confirmation message confirming that you have been unsubscribed from Salem State Admissions text communications. No further text messages will be sent to your mobile device unless you re-subscribe.
- **Text HELP for assistance.** Upon texting **HELP**, you will receive information on how to contact Salem State Admissions support or obtain assistance.

(Note: Opting out of SMS messages does not unsubscribe you from transactional emails or official university communications sent via other channels.)

7. Privacy Policy

Salem State University is committed to protecting your personal information. Information collected through our text messaging program is handled in accordance with our institutional privacy guidelines.

Except as required by law (including applicable Massachusetts Public Records Law or FERPA guidelines), we do not share, sell, or rent your personal contact information to third parties for commercial marketing purposes. User-provided information is utilized strictly to provide requested services, deliver relevant university updates, and support your enrollment process.

- **Mobile Information Non-Sharing Statement:** Salem State University collects mobile phone numbers and opt-in consent when you voluntarily subscribe to our SMS text messaging services or request mobile communications. **No mobile information will be shared with third parties or affiliates for marketing or promotional purposes.** All categories of data exclude text messaging originator opt-in data and consent; this information will not be shared with, sold to, or rented to any third parties. Mobile data and consent are used solely to communicate with you regarding your admissions application, university events, campus updates, and administrative inquiries as requested.
- **Main Privacy Policy:** <https://participate.salemstate.edu/privacypolicy>
- **Website & Mobile Privacy Policy:**
<https://records.salemstate.edu/sites/default/files/policies/Salem%20Website%20Privacy%20Policy.pdf>

8. Wireless Carrier Disclaimer

Carriers are not liable for any delayed or undelivered messages.

Delivery of text messages is subject to effective transmission from your wireless service provider and network availability.