

Garrow Oil SMS Opt-In and Consent Process

This document outlines the customer SMS opt-in and consent procedures used by Garrow Oil for fuel pricing updates, account notifications, and related operational messaging through Twilio.

Purpose of Messaging

Garrow Oil sends SMS text messages only to customers who have requested to receive them. Messages are primarily used for fuel pricing updates, account notifications, and operational communications related to customer fuel services.

Customer Opt-In Process

Customers may opt in to receive SMS communications in one of the following ways:

- By signing a consent form in person at our office.
- By providing verbal consent during a phone call or in-person conversation with our staff.
- By requesting fuel pricing or account-related text updates directly from our team.

Once consent is received, the customer's opt-in status is recorded within our Acumatica ERP system.

Consent Tracking and Recordkeeping

Garrow Oil maintains strict internal records of customer communication preferences within Acumatica. The system tracks whether a customer has consented to receive text messages or opted out. Proper consent tracking is extremely important to our company, not only for compliance purposes, but because unwanted messaging could damage customer relationships and result in the loss of customer trust and business. Customers who opt out are immediately removed from future SMS communications.

Compliance Practices

Garrow Oil only sends messages to customers who have provided consent. We maintain internal records of opt-in and opt-out preferences and follow carrier and Twilio compliance requirements.

Messaging frequency varies based on customer requests and market conditions. Standard message and data rates may apply through the customer's wireless carrier.

Example Message Types

- Fuel pricing updates
- Contract pricing notifications
- Delivery and service notifications
- Account-related operational communications

Acumatica Consent Tracking Example

The following redacted screenshot demonstrates how customer text consent preferences are tracked and stored within the Acumatica ERP system.

The screenshot displays the Acumatica ERP interface for a customer profile. The left sidebar contains navigation options: Favorites, Data Views, CSR Workspace, Time and Expenses, Finance, Banking, Taxes, Payables, Receivables (highlighted), Sales Orders, Purchases, Inventory, Equipment, and More Items. The main content area is titled 'CUSTOMER DASHBOARD' and includes a navigation bar with tabs: GENERAL, FINANCIAL, BILLING, SHIPPING, LOCATIONS, PAYMENT METHODS, CONTACTS, SALESPERSONS, ATTRIBUTES, ACTIVITIES, GLACCOUNTS, AUTOMATIC PAYMENTS, and MAILING & PRINTING. The 'GENERAL' tab is active, showing the following sections:

- ACCOUNT INFO:** Account Name (redacted).
- ACCOUNT ADDRESS:** Address Line 1, Address Line 2, City, State, Postal Code, and Country (US - United States of America).
- ADDITIONAL ACCOUNT INFO:** Call, Home, Fax, and Account Email (No Email Address Provided).
- PRIMARY CONTACT:** Name, Verification Phrase, Date of Birth, Job Title, Email, and Contact type (Cell).
- CONTACT PERSONAL DATA PRIVACY:** Consented to the Processing of Personal Data (checked), Date of Consent, and Consent Expires.
- LIFT TIME SETTINGS:** Set Lift Time as of: End Lift Time.

The 'ACCOUNT PERSONAL DATA PRIVACY' section at the bottom shows:

- Consented to Text (checked)
- Consented to the Processing of Personal Data (checked)
- Date of Consent: 5/11/2025
- Consent Expires: (empty)