

# TWILIO OPT-IN STORY



## INTRODUCTION

We are Petro-Exchange, a forward-thinking organization dedicated to enhancing user experiences through innovative communication solutions. This document outlines our opt-in use case for utilizing Twilio's services to improve our customer engagement and streamline our communication processes.

Our goal is to ensure that our users have a seamless and transparent experience when opting in to receive communications from us. By leveraging Twilio's robust platform, we aim to provide timely and relevant information to our users while adhering to industry standards and regulatory requirements.

## USE CASE OVERVIEW

In today's fast-paced digital landscape, effective communication is crucial for maintaining strong relationships with our customers. Our use case focuses on implementing an opt-in process for our communication services using Twilio's platform. This initiative aims to enhance our customer engagement by ensuring that our users receive timely and relevant updates, and notifications related to their account.

Our specific use case involves sending SMS to users when some other buyer outbids them. By opting in, users will have the opportunity to stay informed about the status of their bids, thereby improving their overall experience with our brand.

We are committed to providing a transparent and user-friendly opt-in process that aligns with industry standards and regulatory requirements. This ensures that our communications are not only effective but also respectful of our users' preferences and privacy.

# OPT-IN PROCESS

To opt-in, users will follow a simple and clear process designed to ensure their consent is informed and voluntary. User who want to opt-in can do so during registration process or by accessing their account settings in the application at any time



**01** Users can opt-out from my profile section after creating profile on Petro-Exchange.

<https://petro-exchange.com/Account/Register>

**Agreements**

☐ I agree to the Terms & Conditions \*

☐ Check here to opt-in to receive SMS messages from Petro Exchange. Opting in to receive SMS messages is not a condition of registering with Petro Exchange. By providing your phone number to Petro Exchange and checking this box you are signing up and consenting to receive SMS messages. Message and data rates may apply. SMS messages will be used for account notifications only. You may opt-out of receiving SMS messages at any time by replying "Stop" to any text message from Petro Exchange. After opting-in please reply "Yes" to confirm consent to receive SMS messages from Petro Exchange. You can read more about our opt-in and opt-out process in detail by downloading this [document](#). Thank you.

☒ Receive Newsletter

[Complete Registration](#)

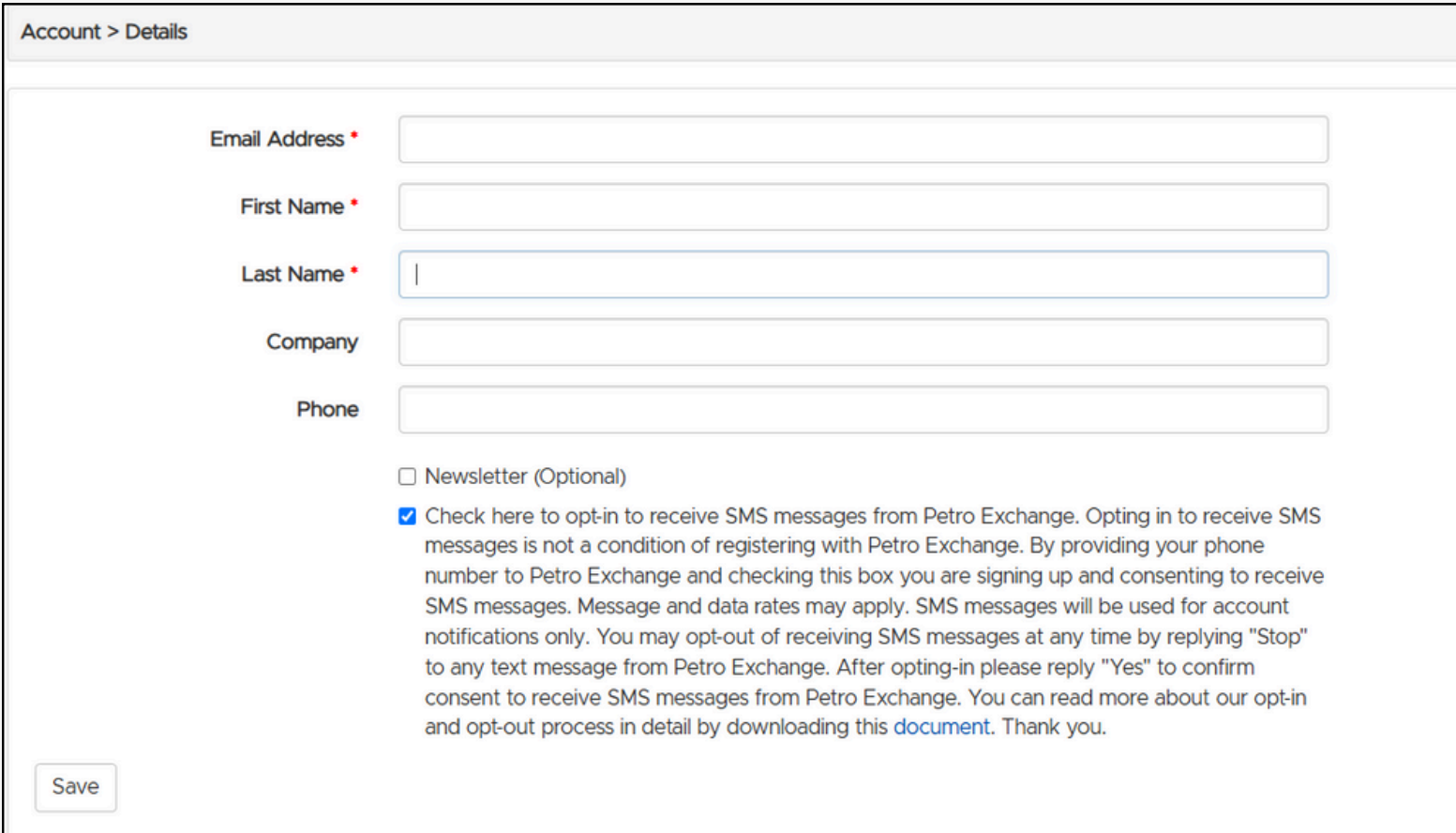
All fields marked with " \* " are required.

By default, the opt-in will be off.

# OPT-OUT PROCESS

In addition to our opt-in process, we have established a straightforward opt-out mechanism to give users control over their communication preferences. Users can easily opt out of receiving communications at any time by replying with “STOP” to any message, or by accessing their account settings in the application and opt-out from there. This ensures that users can manage their subscriptions effortlessly and maintain their desired level of engagement with our brand.

- ✓ **01** Users can opt-out from my profile section after creating profile on Petro-Exchange.

A screenshot of the 'Account > Details' page in the Petro-Exchange application. The page contains several input fields: 'Email Address', 'First Name', 'Last Name', 'Company', and 'Phone'. Below these fields, there is a checkbox labeled 'Newsletter (Optional)' which is currently unchecked. Below the checkbox, there is a paragraph of text explaining the opt-in process for SMS messages. At the bottom left of the form, there is a 'Save' button.

Account > Details

Email Address \*

First Name \*

Last Name \*

Company

Phone

☐ Newsletter (Optional)

☒ Check here to opt-in to receive SMS messages from Petro Exchange. Opting in to receive SMS messages is not a condition of registering with Petro Exchange. By providing your phone number to Petro Exchange and checking this box you are signing up and consenting to receive SMS messages. Message and data rates may apply. SMS messages will be used for account notifications only. You may opt-out of receiving SMS messages at any time by replying "Stop" to any text message from Petro Exchange. After opting-in please reply "Yes" to confirm consent to receive SMS messages from Petro Exchange. You can read more about our opt-in and opt-out process in detail by downloading this [document](#). Thank you.

Save

Uncheck the checkbox and save to opt-out.

- ✓ **02** All messages will include “Reply STOP to unsubscribe”.