

Terms and Conditions for SMS Marketing

Last Updated: 02/12/2025

These Terms and Conditions ("Terms") govern your participation in the SMS marketing program ("Program") of **The Hocking Lodging Company, LLC** ("Company," "we," "our," or "us"). By enrolling in or using our SMS marketing service, you agree to these Terms.

1. Program Description

By opting into **The Hocking Lodging Company, LLC's** SMS marketing program, you consent to receive marketing and promotional text messages to the mobile number you provided. Messages may include promotions, booking updates, exclusive deals, and other relevant offers.

- Message frequency varies.
- Consent is **not** required as a condition of purchasing goods or services.
- Standard message and data rates may apply.

2. Opt-In and Consent

You may opt into the SMS marketing program by:

- Entering your phone number on our website and checking the opt-in box.
- Texting a keyword (e.g., "STAY") to a designated short code.
- Completing a written or digital sign-up form at check-in or through an email confirmation.

By opting in, you **explicitly consent** to receive automated marketing text messages from **The Hocking Lodging Company, LLC** at the number provided.

3. Opt-Out & Cancellation

You can opt out at any time by texting **STOP** to the number from which you received messages. Once you opt out, you will no longer receive marketing messages from us.

Other opt-out options include:

- Clicking the **unsubscribe** link in an SMS message (if applicable).
- Contacting us directly at **[insert email or phone number]** to request removal.

After opting out, you may still receive **transactional or account-related** messages (e.g., reservation confirmations, updates, or emergency notifications).

4. Help & Support

For assistance, text **HELP** to the number you received messages from or contact us at **[insert customer support email or phone number]**.

5. Data Collection & Privacy

We value your privacy. Your information is handled according to our **Privacy Policy** [insert link].

- Your phone number will **not** be shared or sold to third parties for marketing purposes.
- SMS marketing messages are sent using an **automated system**.
- We comply with **TCPA, CTIA, GDPR, and other applicable regulations** to protect your rights.

6. Fees & Charges

The Hocking Lodging Company, LLC does **not** charge for SMS messages, but standard message and data rates set by your carrier may apply. Check with your mobile provider for details.

7. Eligibility & Restrictions

- You must be at least **18 years old** or have parental consent to enroll.
- The Program is only available to users in the **United States**.
- We reserve the right to **terminate or modify** the Program at any time without notice.

8. Disclaimer & Limitation of Liability

- **No Guarantee:** We do not guarantee the delivery or accuracy of SMS messages.
- **Not Liable:** We are **not responsible** for delays, missed messages, or service interruptions.
- **Indemnification:** You agree to indemnify and hold harmless **The Hocking Lodging Company, LLC** from claims related to your participation in the SMS Program.


9. Changes to Terms

We may update these Terms periodically. Changes will be posted on our website. Your continued participation in the SMS Program constitutes acceptance of any modifications.

10. Contact Information

For any questions about these Terms or our SMS Program, contact:

 info@hockinglodgingcompany.com

 **614.352.9495**

 **The Hocking Lodging Company, LLC**

14733 Bradford Drive, Logan, OH 43138H

By subscribing to our SMS marketing program, you confirm that you have read, understood, and agree to these **Terms and Conditions**.