

DO-NOT-CONTACT POLICY

Version 1.0 · July 2026 · Applies to all automated outreach placed by AskElira on behalf of a contracting school · schools.askelira.com/legal

This policy governs the suppression list AskElira maintains — the record of telephone numbers and email addresses that must not receive automated outreach. It states how an entry is created, which channels it covers, how long it is kept, and who may remove one.

Availability. This policy is published at schools.askelira.com/legal and is provided on demand to any person who requests it, at the address in Section 7. AskElira does not treat these messages as telemarketing, so 47 CFR § 64.1200(d) is not triggered; the policy is maintained and made available regardless, so that nothing turns on that classification continuing to hold.

1. SCOPE

AskElira places automated enrollment and attendance calls, text messages, and email on behalf of contracting schools. This policy applies to every one of those channels and to every school account. It does not apply to communications a school sends by its own non-automated means; a suppression recorded here does not stop a staff member from telephoning a family personally.

The suppression list is operational data. It is never sold, rented, licensed, or shared, and it is never used as a marketing list or enriched against any external source.

2. HOW AN ENTRY IS CREATED

Five routes create a **permanent, all-channel** suppression. All five are equal in effect — none is narrower because of the channel it arrived on.

Route	What the recipient does	What is recorded
Text reply	Replies STOP , or writes anything that plainly asks the school to stop, in English or Spanish. Keyword matching is not required.	Telephone number and, where the record carries one, the email address
Email unsubscribe	Uses the unsubscribe link in any email	Email address and the associated telephone number
Keypad — press 8	Presses 8 during any automated call, enrollment or attendance	Telephone number; on enrollment calls, also the guardian's email address

Route	What the recipient does	What is recorded
Keypad — press 7	Presses 7 during any automated call to report a wrong number	Telephone number only — see below
School intake	Asks the school office, in person, by phone, or in writing. The school records it in the consent field within one business day.	Telephone number and email address as supplied

Press 7 is deliberately narrower in what it records, not in what it stops. Whoever presses it is stating that they are not the family — a stale or mistyped number — so the press is evidence about the *number*, not consent withdrawn by the guardian. Writing the family's email address off a stranger's keypress would silence a family that never asked. The number itself is suppressed permanently and on every channel.

The number actually reached is suppressed, not only the number on file. These are normally the same. "You have the wrong number" is precisely the case where they are not, so both are recorded.

The one reversible preference — press 6

Pressing **6** during an attendance call is *not* a suppression and is not governed by the rest of this policy. It stops automated attendance *telephone calls* to that number while the text and email notices continue, and it is reversible by texting the word `CALLS` from that number. It is held in a separate record from the suppression list, it is offered only on attendance calls, and the spoken confirmation and the follow-up text both state its scope and how to undo it.

3. WHICH CHANNELS A SUPPRESSION COVERS

All of them. A suppression is **not** limited to the channel it arrived on or to the type of message that prompted it. A `STOP` sent in reply to an attendance text also ends enrollment calls, texts, and emails. A wrong-number report ends everything to that number.

Matching is on the last ten digits of the telephone number, so formatting differences do not defeat it, and on the email address, case-insensitively. Every outbound automated call, text, and email is checked against the list before it is sent, and a suppressed identifier is skipped.

AskElira adopted cross-content suppression rather than relying on the FCC's waiver of that portion of 47 CFR § 64.1200(a)(10) (CGB Order DA 26-12, released January 6, 2026, extending it to January 31, 2027). The narrower behavior the waiver permits is not implemented.

4. TIMING

A request is processed within **two business days** of reaching AskElira, against a regulatory maximum of ten business days from receipt under 47 CFR § 64.1200(a)(10). Because that clock starts when the *school*

receives a request, the contract obliges the school to record an office-received request within one business day, so that intake plus processing together stay inside ten.

No confirmation is sent unless the record has actually been written. Telling someone their request was honored when nothing was recorded is the worst available failure: they stop trying, and the messages keep arriving. Where a suppression arrives by text, one confirmation text is sent within five minutes of receipt, confirming the request and its scope, containing no marketing content, and nothing further is sent to that number afterwards.

5. RETENTION

A suppression record is retained for the school's engagement plus **four (4) years**. Four years rather than three, so the record outlasts the federal catch-all limitations period applied to TCPA claims under 28 U.S.C. § 1658.

- It is **exempt from the 90-day inactivity purge** that deletes dormant family data. A four-year-old suppression is still the only thing standing between a number and a call.
- It **survives a deletion request**. Where a guardian or school requests deletion of personal data, the suppression record is reduced to the telephone number, email address, suppression status, and date — every other field is erased — rather than deleted. Deleting it outright would restore that number to contactable status, which is the opposite of what the requester asked for. AskElira states this carve-out in its written confirmation of deletion.

6. WHO MAY REMOVE AN ENTRY

Record	How it can be removed
Attendance-call preference (press 6)	The guardian, unaided. Texting <code>CALLS</code> from that number restores attendance calls. This is the only automated reversal in the system.
All-channel suppression (STOP, unsubscribe, press 7, press 8, school intake)	Nothing in the platform removes it. There is no dashboard control, no keyword, and no automated path. School staff cannot remove one. Removal requires a direct, logged database operation performed by AskElira, and is performed only on a documented request from the guardian, relayed by the school, identifying the number and the person making the request.

The two operations are deliberately separate in code, and the scope must be named explicitly at every call site — there is no default — so that no routine operation can un-suppress a family as a side effect. Every removal of an all-channel suppression is logged.

A suppression is never reversed by a keyword. A number that has texted `STOP` stays suppressed on every channel; re-subscription is handled by the carrier-level `START` and `UNSTOP` keywords, which operate at the carrier and not through anything AskElira controls.

7. REQUESTS, QUESTIONS, AND HOW TO REACH A PERSON

To request a copy of this policy, to ask whether a number is suppressed, or to ask that a suppression be removed:

Ashley Kerremans, Chief Operating Officer
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A family who wishes to reach their school directly should call the school office. The school's main office number is spoken on every automated call, before the language menu, and printed in every text and email.

8. STATUS OF THIS POLICY

This is an operating policy, not a contract term. It is referenced by § 21 of the AskElira Schools TCPA Consent & Outreach Scripting document (v2.5). Where it and an executed Master SaaS & Services Agreement, Data Processing Agreement, or NY Education Law § 2-d Addendum differ, the executed instrument controls. AskElira may update this policy; the current version is always the one published at schools.askelira.com/legal.