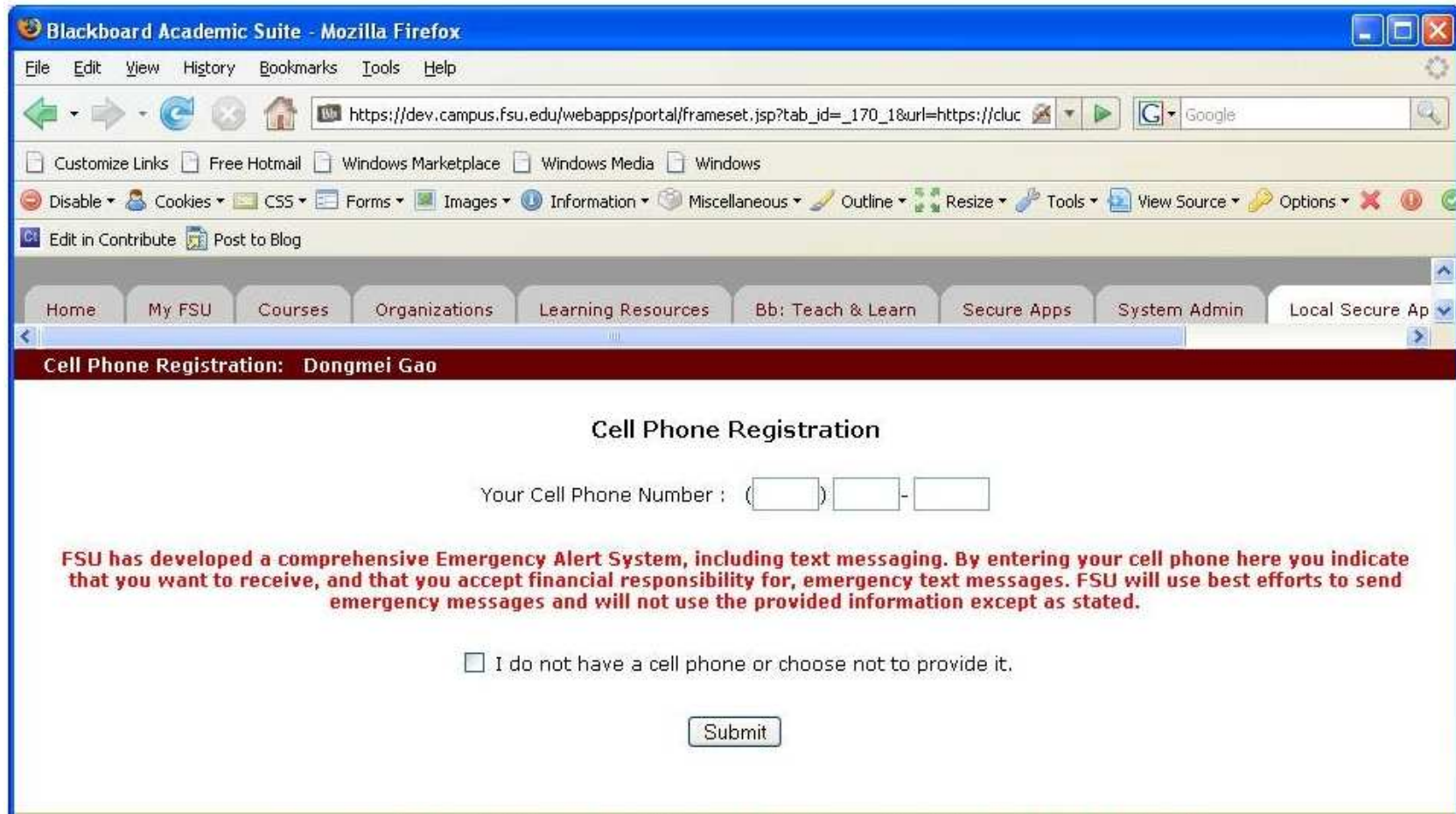


## Sample Opt-Out Language

Florida State University (FSU) uses the opt-out approach to sign up students for its emergency alert text messaging program and has an 85 percent participation rate.

When a student registers for class, he or she is shown a screen that asks for the student's cell number and explains how it will be used. There is a disclaimer, and the student must check a box to opt out, otherwise he or she can't register for class. If false information is provided by the student, the incorrect number will be discovered when FSU cross references it with the cell carriers.



The screenshot shows a Mozilla Firefox browser window displaying the Blackboard Academic Suite. The address bar shows the URL: [https://dev.campus.fsu.edu/webapps/portal/frameset.jsp?tab\\_id=\\_170\\_1&url=https://dcluc](https://dev.campus.fsu.edu/webapps/portal/frameset.jsp?tab_id=_170_1&url=https://dcluc). The page title is "Cell Phone Registration: Dongmei Gao". The main content area is titled "Cell Phone Registration" and contains the following text:

Your Cell Phone Number : (  )  -

**FSU has developed a comprehensive Emergency Alert System, including text messaging. By entering your cell phone here you indicate that you want to receive, and that you accept financial responsibility for, emergency text messages. FSU will use best efforts to send emergency messages and will not use the provided information except as stated.**

I do not have a cell phone or choose not to provide it.

Image courtesy FSU