



# Policy

<b>Title:</b> External Communications			
<b>Policy Number:</b> 05.39		<b>Category:</b> Human Resources	
<b>Policy Owner:</b> Director of Human Resources		<b>Approved By:</b> Chief Administration Officer	
<b>Approved Date:</b> 10/30/2025		<b>Last Revised Date:</b>	

**Purpose:**

The purpose of this policy is to establish appropriate and relevant communication with individuals external to Goodwill, following all appropriate laws and regulations.

**Scope:**

This policy applies to:

- GCCVA Associates
- GSI Associates

**Policy:**

It is the policy of Goodwill to communicate through verbal, written and electronic means to engage with external audiences. This includes text messaging as part of recruitment, marketing or other business processes. Text messaging through company devices or platforms should identify Goodwill in the message, obtain express written consent at onset of text communications, and include clear opt-out instructions.

For text messaging directly from a Goodwill associate to an individual, this written consent can be obtained in an initial text message. For text messages sent to a group or an automated text system, an opt-in message is required. All group text messages must receive prior review and approval from the appropriate Department Director. Language for automated messages should include:

- "Message and data rates may apply"
- "Reply STOP to opt- out"

Anyone who opts out of receiving text messages shall have their number exempted from future text messages as immediately as feasible, and within 10 business days.

All forms of phone-based communications (calls or text messages) should only be conducted during the period of 8 a.m. to 9 p.m. in the recipient's time zone.