



End-customer privacy notice

Template wording for review requests (WhatsApp, SMS, email).

Version 1.0

Updated 2026-05-30

Audience Reputify business customers (you are the ****data controller**** for your end-customers)

Website <https://reputify.app>

Support support@reputify.app

Purpose: Sample wording to inform customers before you send review requests by WhatsApp, SMS, or email **Not legal advice:** Adapt for your business, jurisdiction, and counsel. **Related:** Messaging DPA · Terms of Service (Section 7)

How to use this template

1. Replace bracketed placeholders [like this] with your business details.
 2. Publish the notice where customers can see it **before** you collect contact details for review requests—for example on your website, at checkout, on a sign-in sheet, or in your first message.
 3. Keep a link or short URL handy when you enable WhatsApp or email campaigns in Reputify.
 4. Honour opt-outs promptly (Reputify maintains your opt-out list; customers can also reply STOP on WhatsApp where supported).
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Short notice (WhatsApp / SMS — under ~300 characters)

Use when space is limited (e.g. first line of a message or signage):

[Business Name] may contact you by WhatsApp/SMS/email to ask for feedback or a Google review after your visit. We use **Reputify** to send messages on our behalf. You can opt out anytime: reply **STOP** or email [your privacy email]. See [link to your privacy page] for details.

Standard notice (website, email footer, or campaign settings)

Copy and paste into your privacy policy, terms of service, or a dedicated “Review requests” page:

Review requests and feedback

When you visit [Business Name] or use our services, we may ask for your feedback or a review on Google.

What we collect: Your name, phone number, and/or email address—only what you give us or we already use to serve you (for example, appointment or order contact details).

Why we use it: To send a **one-time or occasional** message asking you to share an honest review or rating, and to record whether you opted out of future requests.

Who processes it: We use **Reputify** (Joyful Designs) as our technology provider to send messages and track delivery. Reputify processes your contact details **only on our instructions** and does not use your data for its own marketing.

Lawful basis: We contact you based on [consent / legitimate interest — choose what applies in your jurisdiction and document how you obtained consent].

Your choices:

- You can **decline** or ignore a review request with no effect on your service.

- You can **opt out** of future review requests by replying **STOP** (WhatsApp/SMS where available), using an unsubscribe link (email), or contacting us at [**privacy@yourbusiness.com**].
- You may have **rights** to access, correct, or delete your personal data under applicable law—contact us at the address below.

Retention: We keep contact details for review requests only as long as needed for this purpose and as described in our privacy policy. Reputify retains messaging data while our account is active, subject to our agreement with them.

Contact (data controller): [**Business Name**] [**Address**] [**privacy@yourbusiness.com**]

WhatsApp template preamble (suggested first line)

If your WhatsApp template allows a short intro before the review link:

Hi [Name], thanks for visiting [**Business Name**]! We'd love your honest feedback on Google. You can opt out of future messages by replying STOP. [**Optional: link to full notice**]

Ensure your Meta-approved template and business policies match this commitment.

In-store / counter sign (one paragraph)

Review requests — With your permission, [**Business Name**] may text or WhatsApp you a link to leave a Google review after your visit. We use Reputify to send the message. Say **no** anytime; reply **STOP** to opt out. Questions: [**phone or email**].

Checklist before your first campaign

Step	Done
Placeholder text replaced with your business name and contact	■
Notice published (web page, policy, or in-store)	■
You only message real customers after a genuine visit or service	■
Opt-out process tested (STOP / unsubscribe / manual list)	■
Team knows not to upload purchased or scraped contact lists	■

Document history

Version	Date	Notes
1.0	2026-05-30	Initial owner-facing template for review-request messaging