

Brookfield International School (bfis.in)

WhatsApp Communication Channel Policy

Effective Date: 10/11/2024

Last Updated: 29/10/2025

1. Purpose of the WhatsApp Channel

At Brookfield International School, we recognise the importance of timely, clear and respectful communication with our students, parents/guardians and prospective families. WhatsApp is one of the channels we use to provide updates, reminders and information about admissions, academics, events, fee/finance matters, and other school-related communications.

2. How We Obtain Your Opt-In Consent

You will only receive messages from us via WhatsApp once you have given us explicit consent (opted in). You may opt in through any of the following methods:

- By ticking the consent checkbox on our website (bfis.in) when submitting an inquiry or admission registration form.
- By giving your WhatsApp number and agreeing to receive updates during in-person school visits, open houses or admission events.
- By replying “YES” to an invitation via SMS, email or website chat when indicated.

When you opt in, we will clearly inform you:

- Who will contact you (Brookfield International School)
- What type of messages you will receive (admission updates, fee reminders, event invites, academic notifications, etc.)
- That you have the right to opt out at any time.

3. Types of WhatsApp Messages You May Receive

Once you've opted in, you may receive messages from us relating to:

- Admission announcements, open house invites or reminders.
- Submission acknowledgement of application / registration / inquiry.
- Fee payment reminders, instalment due dates, receipts.
- Academic calendar updates, parent-teacher meeting invites, event notices.
- School closures, emergency announcements, transport updates.
- Special programmes, extracurricular activity invites, newsletters.

We will not send you unsolicited promotional content unrelated to your child's relationship with the school.

4. Opt-Out / Withdrawal of Consent

You have the right to stop receiving WhatsApp messages from us at any time. To withdraw your consent, you can:

- Reply on WhatsApp with keywords such as “STOP”, “UNSUBSCRIBE”, “QUIT WHATSAPP UPDATES”.
- Contact our school administration (via phone, email or in person) and request to be removed from the WhatsApp communication list.

Once we receive your opt-out request, we will remove your number from our WhatsApp list within 24 hours and send you a confirmation message.

5. Data Privacy & Security

Your mobile number and contact details are used solely for school-related communication via WhatsApp. We adhere to applicable data protection laws and the WhatsApp Business Policy. We will not sell, share or misuse your personal contact information. If you have any questions or concerns about how we use your data, you may contact our school administration at the details below.

6. Contact Us

If you have any questions or concerns about this policy or our communication practices, please contact:

Brookfield International School

Website: <https://bfis.in>

Email: [insert email address]

Phone: [insert phone number]