

Dear Valued Customer,

We understand the importance of parental engagement; often the simplest and most convenient way to communicate with parents is by using our market leading text messaging service, Teachers2Parents.

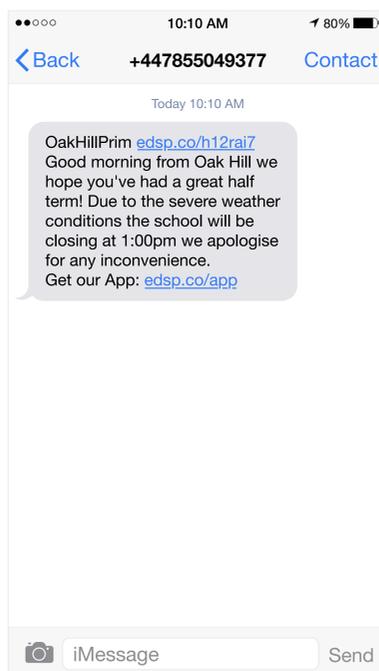
As a business, we're continually looking at ways to improve our service to schools and parents. With this in mind, we're excited to share with you our upcoming changes to the Teachers2Parents text messaging service;

- **Scheduled Messages** - We'll soon be activating scheduled messaging to all schools, allowing you to plan messages for chosen date and time intervals
- **Email Integration** - A single phonebook and all delivery reports in one place for our text and email products
- **Extended Messages** - Send extended messages over two texts upto a limit of 272 characters
- **Improved MIS integration** - We've been working closely with our integration partner, Wonde, to improve MIS synergy
- **Message Verification** - We've added an additional security step to our text message product. Parents will receive messages with a verification link which will allow them to authenticate the sender of the message

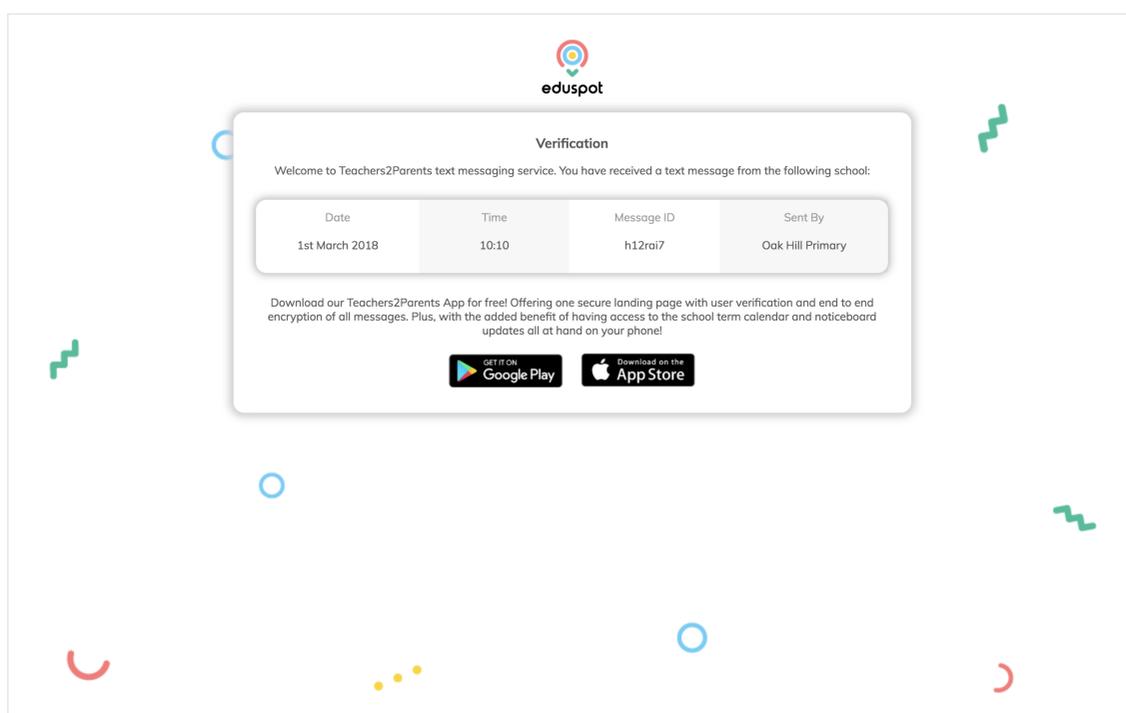
Message Verification and extended messages will be the first of the changes, rolling out from week commencing Monday 5th March.

To increase the security of all messages being sent to parents, all messages will continue to be sent from a secure phone number, with your school message ID now in the body of the message, accompanied with a link at the beginning of the message to click through to a Teachers2Parents verification page; confirming that the sender of the message is your school.

Please find below an example message view:



When parents click on the message they will be taken to the following screen;



Due to the forthcoming changes, the first text message will have a limit of 160 characters. From this, 28 characters will be automatically applied to the message ID and verification link. However, should you choose to activate extended messages you'll be able to send an additional concatenated message, giving you an overall limit of 272 characters.

The changes to the text messaging service will not affect use of the Teachers2Parents App, as this continues to offer built in user verification and end to end encryption of all messages, plus secure access to term calendar and school noticeboard updates.

We have attached a letter that can be sent to your parents/guardians to make them aware of the upcoming changes to the text messages that they receive from your school.

If you have any questions about Teachers2Parents and any of the upcoming changes, please contact your dedicated Support team on 0845 388 5505 or email support@teachers2parents.co.uk