

MERIDIAN RETAIL GROUP

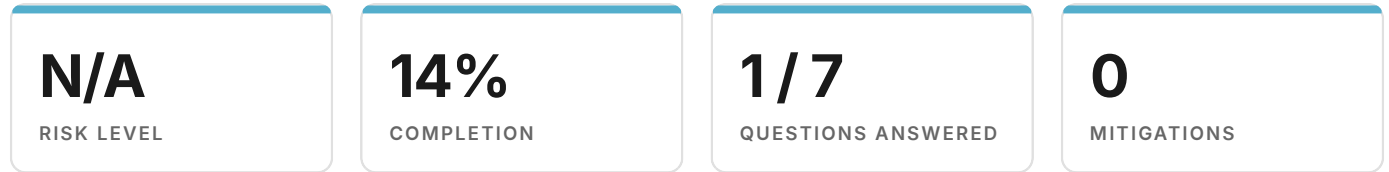
# Privacy Review: New SMS Marketing Campaign

Custom Assessment

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## Executive Summary



<b>Assessment Type</b>	Custom Assessment
<b>Template</b>	Custom Assessment v1.0
<b>Status</b>	DRAFT
<b>Started</b>	2026-02-15
<b>Submitted</b>	—
<b>Completed</b>	—
<b>Due Date</b>	2026-04-01
<b>Linked Activity</b>	Email & SMS Marketing

### Description

Assessment of a proposed SMS marketing campaign targeting loyalty program members with personalized offers.

## 1. Overview

Describe the scope and purpose of this assessment

1 of 2 questions answered

### Q1. What is the purpose of this assessment?

REQUIRED

Evaluate privacy and consent requirements for a new SMS marketing campaign targeting Meridian Rewards members.

### Q2. What is the scope of this assessment?

REQUIRED

Not yet answered

## 2. Risk Evaluation

Identify and evaluate potential risks

0 of 3 questions answered

**Q1. What are the key risks identified?**

REQUIRED

Not yet answered

**Q2. What is the overall risk level?**

REQUIRED

Not yet answered

**Q3. Are there any legal or regulatory concerns?**

Not yet answered

### 3. Mitigations

Document mitigations and recommendations

0 of 2 questions answered

**Q1. What mitigations are in place or recommended?**

REQUIRED

Not yet answered

**Q2. Is the residual risk acceptable?**

REQUIRED

Not yet answered