



Pet Snaps Messaging Option Terms of Use

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Features & Cost Overview

Basic SMS Texting (Included as part of the monthly subscription for US and Canada)

Features:

- Manually send outgoing SMS via owner menu.
- No limit to the number of messages or the size.

Cost:

- US/Canada: Included as part of the monthly subscription
- Australia & New Zealand: \$10/month plus usage charges
- Other countries: May vary by location, please contact us for an estimate

Pet Snaps Messaging (Additional fees apply)

Features:

- SMS Image texting, you can attach a picture to your messages *
- Two way SMS capability. *
Text your customers and they can reply
- Added SMS notifications to the Bell Icon . See when a customer has responded to a text.
- Automated text message appointment reminders. Turn on/enable via new application preferences.
- New SMS message templates in Company Preferences.
- Ability to manually send text reminder messages from boarding, grooming, and scheduled services appointments as well as from group training classes.
- Ability to resend any SMS message.
- Added last SMS date to owner menu and modify owner.
- SMS logs for all company texts and by specific owners.

* Availability varies by location. (i.e. Feature may only apply to US and Canada.)

Cost:

- US/Canada: \$10/month plus usage charges
- Australia & New Zealand: \$10/month plus usage charges (part of the Basic SMS Texting plan)
- Other countries: May vary by location, please contact us for an estimate

Usage charges

Twilio is the provider we use for texting services. They charge for each segment and/or image sent/received. Beginning with the December 2018 statements, PetExec will pass on these usage charges to you, the customer/packmate. This allows each of our customers/packmates to pay for what they use, rather than an average cost. This is simply a pass-through cost that will be added to your monthly subscription, no additional markup is done.

Table 1 shows the current rates for Twilio which can be used to estimate usage costs based on your business location and practices. Twilio controls these rate changes and they are subject to change.

Table 1 – Twilio Pricing

Twilio prices per segment and image		
Location	1 Segment	1 Image
United States/Canada	\$ 0.0075	\$ 0.02
Australia	\$ 0.055	N/A
New Zealand (requires international number)	\$ 0.10	N/A
Other Countries (please contact us)	varies	varies

*** Note that images and multiple segments impact the price. (1 segment is ~143 characters.) Usage costs can be managed by limiting the size of the messages.

How is the billing managed?

The \$10.00 fee, where applicable, will be added to the monthly PetExec subscription. This provides for the above functionality and covers the cost of the phone number we need to purchase to tie everything to your company's account.

In addition to the \$10.00 fee, the usage charges will be calculated for your individual business and also added to the monthly PetExec subscription.

A "Month to Date" chart is included in the SMS Log to provide the usage costs incurred since the beginning of the month. At the end of the month, those charges will be totaled and added to the following month's subscription bill. The SMS log can be used to track those charges. Below is an example of the SMS Log showing this information.

The screenshot shows the 'SMS Log for + [redacted]' interface. It includes search criteria for Start Date (09/01/2018) and End Date (09/30/2018). A 'Month to Date' summary table is highlighted with a callout: 'Running total for the current month'. The summary table contains the following data:

Month to Date	
# of Messages	941
# of Segments	971
# Images	853
Total Price	17.95

Below the summary table, a search bar shows 'There were 200 records found. #Messages: 200 #Segments: 100 #Images: 100 Total for Period: 2.75'. A table of messages is visible below, with columns for Date, From, To, Type, Status, Message, and Image. A callout on the left states: 'Data based on the search criteria (This example shows the month of September)'.

How to order the Pet Snaps Messaging feature.

Sign up right from your system by clicking on the Purchase Add-Ons button in Maintain Company Info. Click here for details instructions.

How to cancel the Pet Snaps Messaging feature.

If you wish to turn this feature off, please notify billing@petexec.net and we will cancel the service. Please allow 30 days for the fee to be cancelled. The monthly fee is non-refundable, regardless of whether the feature is used. Actual usage charges incurred are the sole responsibility of the purchaser of the service. No refunds will be given on the usage charges.

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These Terms of Use were last updated on October 25, 2018. Please contact us if you have any more questions regarding these Terms of Use.

This agreement shall be effective from the date of acknowledgment and review therein.