

Associate Gonzalo E. Mon Quoted Regarding Telephone Consumer Protection Act and SMS Messages

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Associate [Gonzalo Mon](#) was quoted in a Mobile Marketer article titled “Chicago Court Rules Telephone Consumer Protection Act Applies to SMS.” The article discussed the recent ruling that SMS text messages sent to consumers without their consent are a violation of the Telephone Consumer Protection Act (TCPA).

Gonzalo advised mobile marketers to get express consent before sending text messages to consumers. He noted that “unless they get consent, marketers are likely to face complaints, lawsuits and significant settlement costs.” The article provided an analysis of the recent federal court decision and its implications for mobile marketers.