§ 10.260 Timing of subscriber notification.

A CMS provider that elects not to transmit WEA Alert Messages, in part or in whole, must comply with §§10.240 and 10.250 no later than 60 days following an announcement by the Commission that the Alert Aggregator/Gateways system is operational and capable of delivering emergency alerts to participating CMS providers.

§ 10.270 Subscribers’ right to terminate subscription.

If a CMS provider that has elected to provide WEA Alert Messages in whole or in part thereafter chooses to cease providing such alerts, either in whole or in part, its subscribers may terminate their subscription without penalty or early termination fee.

§ 10.280 Subscribers’ right to opt out of WEA notifications.

(a) CMS providers may provide their subscribers with the option to opt out of both, or either, the “Child Abduction Emergency/AMBER Alert” and “Imminent Threat Alert” classes of Alert Messages.

(b) CMS providers shall provide their subscribers with a clear indication of what each option means, and provide examples of the types of messages the customer may not receive as a result of opting out.

§ 10.290 Message management—(1) Formatting. The CMS provider gateway is