

## **SAMPLE PRIVACY POLICY**

Below is a basic messaging privacy policy sample. This sample may not contain all the disclosures required by state law privacy policies or for your industry. You can also use your organization's more comprehensive privacy policy if it covers your messaging campaigns. Although you can use these samples to create your own materials, please understand that they are provided as tools to help you understand the documentation that is being requested as part of the 10DLC campaign registration process. They do not constitute legal guidance or serve to create an attorney-client relationship. You should consult your own legal counsel for guidance. They may not address how your business operates, and they are not intended to address the requirements of your law or industry requirements, and as a result, they may not be sufficient for your purposes. We cannot advise you how to interpret the laws that govern you, whether these forms are sufficient for your business, or where to obtain legal advice. Please note that carrier, aggregator, and legal requirements are subject to change. As a result, you should monitor for these changes and adjust your processes and documentation accordingly.

### **Messaging Privacy Policy** **Effective Date: [Insert Date]**

[Company Name] ("we," "us," "our") respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how [Company Name] collects and uses information about you when you opt-in to receive SMS messages from us.

**Information We Collect** [review and delete anything that is inapplicable or add other data that may be collected]

When you opt-in to receive SMS messages, we collect:

- Your phone number
- Consent to send SMS messages
- Your basic contact information
- [Email or Other information that may be relevant, ]

### **How We Collect Your Information**

We may collect your information directly from you, such as when you complete a form or contact us; automatically, such as when you interact with our website; or from others, such as when we receive information about you from third parties.

### **How We Use Your Information**

We use your information to:

- Send you the SMS messages you've opted in to receive
- Provide [types of messages – e.g. updates or other relevant content] based on your preferences]
- To operate our business
- [Other uses of the information, if applicable]

You can opt out of receiving SMS messages at any time by replying STOP to any message we send you. You can review our Messaging Terms [link to the Terms] for additional information about the opt-out process.

### **To Whom We Disclose Your Information**

We may disclose your information to our affiliated companies; to third party service providers, business advisors, or consultants who provide services to us; in connection with a merger, acquisition, reorganization, restructuring, financing transaction or sale of assets; as required by law or administrative order; to assert claims or rights or to defend against claims; and [other disclosures, if applicable].

However, we do not share your personal information, phone number, or SMS consent opt-in data with third parties or affiliates for marketing or promotional purposes.

We do not share your mobile opt-in or SMS consent with anyone.

### **Protection of Information**

We take steps to protect your information against unauthorized use or disclosure.

### **Updates**

We may periodically update this privacy policy. If we make material changes that have a substantive and adverse impact on your privacy, we will provide notice on this website prior to the change becoming effective. We encourage you to periodically review this page for the latest information about our privacy practices.

### **How to Contact Us**

You can reach us by texting the word HELP for support to [number]. You may also contact us directly at [Insert an email and/or a phone number].