



Privacy Policy for Application-to-Person (A2P) SMS Services

1. Introduction

Valley Mountain Regional Center (VMRC) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our Application-to-person (A2P) SMS services.

As of September 2023, a compliant privacy policy is required for all messaging campaigns, and all privacy policies will be reviewed for compliance. Per CTIA Guidelines Section 5.2.1, the critical point is this: It must be clear that an end user's personally identifiable information (PII) (Mobile Information) will not be shared or sold to third parties for marketing.

2. Information We Collect

- **Personal Information:** We may collect personal information such as your name, phone number, and any other information you provide when you opt-in to receive SMS messages.
- **Usage Data:** We may collect information about how you interact with our SMS messages, including the date and time of messages, message content, and your responses.

3. How We Use Your Information

We use the information we collect to:

- Send SMS messages, including alerts, updates, and promotional content.
- Improve our services and customer experience.
- Comply with legal obligations and protect our rights.

4. Sharing Your Information

We may share your information with:

- **Service Providers:** Third-party vendors who assist us in providing SMS services.
- **Legal Requirements:** If required by law or to protect our rights.
- **Marketing and Promotional Purposes:** *We do not rent or sell your personal information (mobile/opt-in data) to third parties or affiliates for marketing or promotional purposes.*

5. Data Security

We implement appropriate technical and organizational measures to protect your information from unauthorized access, disclosure, alteration, or destruction.

6. Your Rights

You have the right to:

- Opt-out of receiving SMS messages at any time by following the instructions provided in the message.
- Request access to the personal information we hold about you.
- Request correction or deletion of your personal information.

7. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on our website and updating the effective date.

8. Contact Us

If you have any questions or concerns about this Privacy Policy, please call the VMRC Compliance Office at (209) 955-3322.