

References: Telephone Consumer Protection Act (TCPA)

Applicability: All Programs; All Clients; All Staff, Students, Volunteers and Business Associates

Time Frame: Upon Admission, With Any Addition of Service

Definitions: SMS - Short Message Service. It is a standard protocol used to send and receive text messages on mobile devices. SMS messages are typically limited to 160 characters per message.

This SMS Privacy Policy explains how **Arrowleaf** collects, uses, and protects information related to text message communications. By subscribing to our SMS services, you agree to the terms of this policy.

A. COLLECTION OF INFORMATION FOR SMS COMMUNICATIONS

Arrowleaf collects and uses certain personal information to facilitate SMS communications, including:

Information Collected Directly from You

We collect information you provide when subscribing to our SMS services, such as:

- Your mobile phone number
- Your consent to receive text messages
- Your name (if provided for personalization)

Information Collected Automatically

When you interact with our SMS services, we may automatically collect certain details, such as:

- Message delivery status
- Engagement data (e.g., if you opened a link in an SMS)
- The date, time, and content of messages sent and received

B. USE OF INFORMATION FOR SMS COMMUNICATIONS

Arrowleaf uses the information collected for the following purposes:

- To send you service-related alerts and updates (e.g., program reminders, event notifications, crisis support)
- To communicate fundraising opportunities or organizational updates
- To respond to your inquiries and requests via SMS
- To improve the effectiveness and relevance of our SMS communications

We will only send marketing messages if you have explicitly opted in.

C. DISCLOSURE OF INFORMATION FOR SMS COMMUNICATIONS

Arrowleaf does not sell or share your mobile information for marketing purposes. However, we may share your information with third-party service providers that support our SMS services, such as:

- **SMS Platform Providers:** To send and manage text messages.
- **Analytics Providers:** To analyze engagement and improve communication.

For example, we use RingCentral to deliver messages securely. Their privacy policy is available at <https://www.ringcentral.com/>.

We may also disclose your information if required to comply with legal obligations, such as responding to a subpoena or other lawful request.

D. YOUR CHOICES FOR SMS COMMUNICATIONS

SMS Messaging Consent

Arrowleaf provides SMS messaging as an optional communication method to deliver timely updates, service reminders, and other essential information. By consenting to SMS communication, you authorize Arrowleaf to send text messages to the phone number provided. **Your SMS consent and phone numbers are not shared with any third parties/affiliates for any marketing purposes.**

Consent Process:

- You may provide consent for SMS messaging during enrollment in person or via Arrowleaf's website at <https://myarrowleaf.org/>
- Consent is entirely voluntary and can be withdrawn at any time by contacting 618-658-3079 and requesting the Privacy Officer or replying "STOP" to any text message.

Important Information:

- Standard messaging rates may apply based on your mobile carrier plan.
- SMS messages are not secure for transmitting sensitive or confidential information. Please contact Arrowleaf directly for matters requiring privacy.

Arrowleaf respects your preferences and ensures compliance with all applicable regulations, including the Telephone Consumer Protection Act (TCPA).

E. COSTS ASSOCIATED WITH SMS COMMUNICATIONS

Arrowleaf does not charge a fee for its SMS communications; however, message and data rates may apply based on your mobile carrier's plan. These charges may include:

- Per-message fees for sending and receiving text messages
- Data usage charges for multimedia messages or messages containing links

Please consult your mobile carrier for details about your SMS and data plan, as costs vary by provider and plan. Arrowleaf is not responsible for any fees or charges imposed by your carrier.

F. DATA RETENTION FOR SMS COMMUNICATIONS

We retain SMS-related information (e.g., phone numbers, message history) only as long as necessary for the purposes described in this policy, unless otherwise required by law.

G. SECURITY OF SMS DATA

Arrowleaf takes reasonable precautions to secure your mobile information and SMS data against unauthorized access, disclosure, or misuse.

H. CONTACT INFORMATION

If you have any questions or concerns about our SMS Privacy Policy, or if you wish to update or delete your mobile information, please contact us:

- **Email:** info@myarrowleaf.org
- **Phone:** 618.658.3079
- **Mail:** Arrowleaf, 300 Red Bud Lane, PO BOX 1328, Vienna, IL 62995

I. CHANGES TO THIS SMS PRIVACY POLICY

We may update this SMS Privacy Policy periodically. Changes will be effective immediately upon posting, and your continued use of our SMS services constitutes acceptance of those changes.