

# SMS Privacy & Communications Policy

## Overview

This SMS Policy explains how we collect, use, and protect your information when you opt in to receive text messages from us. By subscribing to our SMS program, you agree to the terms outlined below.

## Information We Collect

We may collect the following information when you opt in to SMS communications:

- Your mobile phone number
- Your name (if provided)
- Any messages you send to us
- Interaction data such as delivery confirmations or message engagement

## How We Use Your Information

We use your information to:

- Send transactional or promotional text messages
- Provide customer support
- Improve our messaging services
- Maintain compliance with carrier and regulatory requirements

We **do not sell or share** your mobile number or SMS consent data with third parties except as required to deliver messages or comply with the law.

## Consent & Opt-In

By providing your mobile number and opting in, you consent to receive SMS messages from us. Your consent is **not a condition of purchase**.

Opt-in may occur through:

- Online forms
- Keyword texting
- Checking a consent box
- Verbal or written agreement

## Message Frequency

Message frequency varies and may include recurring messages. We will clearly disclose expected frequency at the point of opt-in.

## Opt-Out Instructions

You can opt out at any time by replying **STOP**. After opting out, you will receive a confirmation message and will no longer receive SMS messages from us unless you opt in again.

You may also request help at any time by replying **HELP**.

## Data Security

We take reasonable technical and organizational measures to protect your information from unauthorized access, consistent with privacy policy expectations for SMS programs.

## Mobile Carrier Disclaimer

Carriers are not liable for delayed or undelivered messages.

## **Fees**

Message and data rates may apply depending on your mobile plan.

## **Changes to This Policy**

We may update this SMS Policy at any time. Updates will be posted on this page with a revised "Last Updated" date.

## **Contact Information**

If you have questions about this SMS Policy or your data, contact us at:

[support@firelinecommunications.com](mailto:support@firelinecommunications.com)

323-365-6772

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