

# SMS Compliance

## Privacy Policy:

- Data Collection: We will collect your name, email address, mailing address, and mobile phone number when you sign up for SMS updates. The information will be collected via the website contact form, email, rental agreement, or third-party reservation systems.
- Data Usage: We use your data solely for sending updates, conversational and update notification purposes
- Data Security: We protect your data with secure storage measures to prevent unauthorized access.
- Data Retention: We retain your information as long as you are subscribed to our SMS service. You may request deletion at any time.
- MESSAGE AND DATA RATES MAY APPLY. Your mobile carrier may charge fees for sending or receiving text messages, especially if you do not have an unlimited texting or data plan.
- Messages are recurring, and message frequency varies.
- Contact City of Lorena at 254-857-4641 for HELP or to STOP receiving messages.
- Opt-Out: You can opt out of the SMS list at any time by texting or replying STOP or UNSUBSCRIBE to 254-857-4641. After unsubscribing, you will receive a final SMS to confirm you have unsubscribed and we will remove your number from our list within 24 hours.
- You can send HELP for additional assistance, and you will receive a text including our Phone number, email and website. We are here to help you.
- No mobile opt-in data will be shared with third parties.

## Terms and Conditions:

By providing your mobile number, you agree to receive SMS messages from City of Lorena related to conversational and update notification purposes between customers.

You can cancel the SMS service at any time. Just text "STOP" to the short code. After you send the SMS message "STOP" to us, we will send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us. If you want to join again, just sign up as you did the first time, and we will start sending SMS messages to you again.

If you are experiencing issues with the messaging program, you can reply with the keyword HELP for more assistance, or you can get help directly at 254-857-4641.

Carriers are not liable for delayed or undelivered messages.

As always, message and data rates may apply for any messages sent to you from us and to us from you. You will receive messages weekly. If you have any questions about your text plan or data plan, it is best to contact your wireless provider.

If you have any questions regarding privacy, please read our privacy policy <https://www.ci.lorena.tx.us/337/SMS-Compliance>