

SMS Privacy Practices for Family Matters of Marin

Effective Date: February 17, 2025

At Family Matters of Marin, we prioritize your privacy and are committed to protecting your personal information. This SMS Privacy Policy outlines how we use text messaging (SMS) to communicate with our clients and referral sources. Our SMS communication is strictly limited to client-related matters and referral calls; we do not send promotional or mass marketing messages.

1. Purpose of SMS Communication

We use SMS solely for:

- Communicating with clients regarding appointments, updates, or service-related inquiries.
- Responding to and managing referral calls.

We do not send advertisements, promotions, or unsolicited messages. Your mobile information will not be shared with third parties for marketing purposes.

2. Consent and Opt-In

By providing your phone number and agreeing to communicate via SMS, you consent to receive text messages from Family Matters of Marin related to the purposes outlined above. Standard message and data rates may apply as per your mobile carrier's terms.

3. Opt-Out Instructions

You may opt out of receiving SMS messages at any time by replying "STOP" to any message you receive from us. Alternatively, you can contact us directly at (415) 326-6354 to request removal from our messaging system.

4. Information We Collect

When using our SMS services, we may collect:

- Your name
- Your phone number
- Any information you provide in the text messages

This information is used exclusively for communication purposes as described in this policy.

5. Data Usage

The information collected through SMS is used only for:

- Facilitating communication about client services.
- Managing referrals and related inquiries.

6. Data Sharing/transfer commitment

We do not sell, rent, or trade your personal information. However, we may share your information in the following limited circumstances:

- **Service Providers:** With third-party vendors who assist us in delivering SMS services securely (e.g., our messaging platform).
- **Legal Compliance:** If required by law, such as in response to a subpoena or court order.
- **With Your Consent:** When you explicitly authorize us to share information.

We do not share or use this information for any other purpose. Your mobile information will not be shared with third parties for marketing purposes. We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information unless we provide users with advance notice.

7. Security Measures

We implement reasonable administrative, technical, and physical safeguards to protect your personal information from unauthorized access or misuse. Despite these efforts, no security system is completely fail-proof. We implement a variety of security measures to maintain the safety of your personal information.

8. Data Retention

We retain SMS-related data only as long as necessary for the purposes outlined in this policy or as required by law.

9. Your Rights

You have the right to:

- Access the personal information we hold about you.
- Request corrections to inaccurate or incomplete data.
- Request deletion of your personal data under certain circumstances. To exercise these rights, please contact us at (415) 326-6354 or via email at Insert Email Address.

10. Compliance with Laws

Family Matters of Marin adheres to all applicable privacy regulations, including the Telephone Consumer Protection Act (TCPA) and California Consumer Privacy Act (CCPA).

11. Changes to This Policy

We may update this policy from time to time. Any changes will be posted on our website at [Insert Website URL](#), and the revised policy will be effective immediately upon posting.

Contact Us

If you have any questions about this SMS Privacy Policy or how we handle your personal information, please contact us at:

Family Matters of Marin

900 5th Avenue, Suite 203

San Rafael, CA 94901

Phone: (415) 326-6354