

Peace River Christian Academy

SMS/Text Message Privacy Policy

Introduction

SMS/Text messages to mobile phones from a business require compliance with applicable messaging requirements, including the TCR, TCPA, and CTIA guidance. This Privacy Policy explains how **Peace River Christian Academy** collects, uses, discloses, and safeguards information when you opt in to receive SMS/text messages from us.

Overview

At Peace River Christian Academy ("we," "us," "our"), we value your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you opt in to receive SMS/text messages from us.

Information We Collect

When you sign up for our SMS/texting services, we may collect the following information:

- **Phone Number:** Required to send you SMS/text messages.
- **Name:** Optional, but may help personalize our messages.
- **Consent Records:** To document your opt-in to our SMS/texting services.

How We Use Your Information

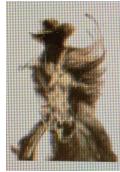
We use the information we collect to:

- Send you school updates, reminders, announcements, and other information via SMS/text messages.
- Respond to your inquiries and provide customer support.
- Monitor and analyze trends, usage, and activities related to our SMS/texting services.
- Improve our services and develop new features.

Sharing Your Information

We do not sell, trade, or otherwise transfer your personal information to third parties or affiliates for marketing purposes. We may only share your information with:

- **Service Providers:** Third-party vendors who assist us in operating our SMS/texting services and conducting our business.
- **Legal Compliance:** When required by law, such as to comply with a subpoena or similar legal process.
- **Business Transfers:** In connection with a merger, sale of company assets, or other business transaction.



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Your Choices

You may opt out of receiving SMS/text messages from us at any time by:

- Texting "STOP" to the number from which you received the message.
- Contacting us at info@prcdefenders.com or (863) 800-0642.

Data Security

We implement a variety of security measures to maintain the safety of your personal information. However, no method of transmission over the Internet or method of electronic storage is 100% secure.

Children's Privacy

Our SMS/texting services are not intended for individuals under the age of 13. We do not knowingly collect personal information from children under 13. If we become aware that we have collected information from a child under 13, we will take steps to delete such information.

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. You are advised to review this Privacy Policy periodically for any changes.

Contact Us

If you have any questions or concerns about this Privacy Policy or our practices, please contact us at:

Peace River Christian Academy

1650 S Jackson Ave., Bartow, FL 33830

info@prcdefenders.com

(863) 800-0642