



TITLE: Privacy and SMS Terms & Conditions

EFFECTIVE DATE: June 27, 2025

LAST REVIEW OR REVISION: N/A

PURPOSE:

To establish guidelines for the collection, use, disclosure, and protection of personal information and to define how we manage consent and communication related to SMS messaging.

SCOPE:

This policy applies to all individuals who interact with Carlsbad LifeHouse, including clients, website visitors, job applicants, and others who engage with our services and communications.

DEFINITIONS:

1. Personal Information:

- **Definition:** Any information that can be used to identify an individual, including but not limited to name, address, phone number, and email address.

2. SMS Consent:

- **Definition:** An agreement provided by an individual to receive text message communications from LifeHouse Carlsbad Inc.

3. Service Providers:

- **Definition:** Third parties contracted to perform tasks on our behalf (e.g., technical support, marketing).

PROCEDURES:

Carlsbad LifeHouse is committed to protecting the privacy and personal information of those we serve. This policy outlines what information we collect, how it is used and protected, and the choices individuals have regarding their information. This includes consent and usage related to SMS communications.

We do not sell or rent personal or SMS opt-in data. SMS consent is not shared with third parties for marketing purposes.

1. Information We Collect

We may collect the following types of information:

- **Personal Information:** Name, phone number, email address, mailing address (via website, phone, or

email).

- **Automatically Collected Data:** IP address, browser type, referring URLs, pages visited, and device type.

2. How We Use Information

- To respond to inquiries and provide requested services
- To communicate important updates
- To comply with legal obligations or respond to lawful requests

3. Information Sharing and Disclosure

- We **do not** share SMS consent or personal information with third parties for marketing.
- Information may be shared with contracted service providers for operational support.
- We may disclose information as required by law or to protect safety or legal rights.

4. Data Security

- We use reasonable and appropriate safeguards to protect your personal information. However, no system is entirely secure, and users should be aware of potential risks.

5. Your Rights

- You may **opt out** of marketing communications by following the instructions in the message or contacting us directly.
- You have the right to request access to or corrections of your personal information.

6. Third-Party Sites

Our website may link to third-party websites. We are not responsible for the privacy practices of those sites.

7. Children's Privacy

We do not knowingly collect personal information from children under 13. If we become aware of such data collection, we will delete the information.

8. Updates to This Policy

We may revise this policy. Updates will be posted with a revised "Last Updated" date.

9. SMS TERMS AND CONDITIONS

- **Introduction:** By engaging with Carlsbad LifeHouse and consenting to SMS communication, you agree to these terms.
- **Consent for SMS -** By opting in, you agree to receive SMS messages from us at the number you provide. We will not share SMS consent or message content with third parties.
- **Types of SMS Messages** Depending on your relationship with Carlsbad LifeHouse, you may receive texts related to:

- Order or service updates
 - Appointment reminders
 - Billing notices
 - Employment or application updates
 - Follow-ups or client engagement
- **Opt-In Methods** - You may opt-in to SMS messages via:
 - Verbal agreement during conversations
 - Other documented methods as appropriate
 - **Messaging Disclosures**
 - Message and data rates may apply
 - Message frequency may vary
 - You can opt out by replying "STOP"
 - For help, reply "HELP" or contact us directly

REVIEW AND AMENDMENTS:

This policy will be reviewed annually and updated as necessary to reflect changes in law, regulatory requirements, or organizational priorities.

ANNUAL REVIEW TRACKING

ACTION	DATE	PERSON(S) REVIEWING	DETAILS
Created	6/27/2025	Aly Myrick/Kimberly Rodgers	Policy Creation