

## Privacy Policy for SMS Texting Services

**Effective Date:** Jan 2025

At Early Learning Essentials, we are committed to protecting the privacy and confidentiality of our students, parents, and guardians. This Privacy Policy outlines how we collect, use, and protect your personal information, specifically regarding the use of your phone number for SMS (Short Message Service) texting, and how this information is utilized in the context of our educational services.

### 1. Information We Collect

In order to provide you with important updates, reminders, and communications about school activities, events, and other related matters, we may collect the following personal information:

- **Phone Number:** Your mobile phone number is required for SMS texting communications. This information is provided directly by you, either when you enroll in school, participate in school programs, or subscribe to receive text messages from us.

### 2. How We Use Your Phone Number

We use your phone number for the following purposes:

- **School Notifications:** To send important updates, alerts, and reminders about school events, schedules, holidays, class cancellations, and other essential notifications related to your child's education and activities.
- **Emergency Alerts:** To notify you of emergencies, closures, or urgent matters that require immediate attention.
- **Parent-Teacher Communication:** To facilitate communication between parents/guardians and teachers regarding your child's progress, attendance, and any other important educational matters.
- **School Activities and Events:** To provide reminders for extracurricular activities, sports events, parent meetings, and other school-related events.

### 3. How Your Information is Protected

We are committed to maintaining the privacy and security of your personal information. We use administrative, technical, and physical safeguards to protect your phone number and ensure that it is securely stored and transmitted. Your phone number will not be shared with third parties outside of the school unless required by law.

#### **4. Opt-In and Consent**

By providing your phone number to Early Learning Essentials, you are granting consent to receive SMS text messages related to school-related matters. Consent is provided when you:

- Enroll your child at Early Learning Essentials and include your phone number.
- Opt-in to receive SMS updates via a notification form or digital communication platform provided by the school.

You may choose to withdraw your consent at any time by replying to an SMS with the word "STOP," or by contacting (801) 375-7981 to request removal from our SMS texting list.

#### **5. Opt-Out Rights**

You have the right to opt out of receiving SMS messages at any time. If you no longer wish to receive SMS communications, you can:

- Reply to any SMS message with the word "STOP."
- Contact the school directly at (801) 375-7981 to request removal from our SMS texting list.

Please note that opting out of SMS communications may prevent you from receiving important updates related to your child's education or emergency alerts.

#### **6. Sharing of Information**

Your phone number will only be shared with authorized personnel at Early Learning Essentials who are involved in delivering the communications related to your child's education. We do not sell, rent, or share your phone number with third-party marketers. We may share your information when required by law, in response to a legal request or to protect the safety and well-being of students and staff.

#### **7. Data Retention**

We retain your phone number for as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law. If you no longer wish to receive SMS communications, we will remove your phone number from our SMS system upon your request.

#### **8. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. We will notify you of any material changes by updating the effective date and, where appropriate, through direct communication.

## **9. SHARING OF USER INFORMATION**

Mobile information will not be shared with third parties or affiliates for marketing or promotional purposes.

## **10. Contact Us**

If you have any questions or concerns about how your phone number is used for SMS

Early Learning Essentials

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