

# Springbrook Partners

## SMS & Text Messaging Privacy Addendum

Effective Date: 04/01/2026

This SMS & Text Messaging Privacy Addendum (“Addendum”) supplements our main Privacy Policy and applies specifically to text messaging (SMS/MMS) communications conducted through Springbrook and Affiliates’s approved phone lines and other approved messaging tools. This Addendum governs how we collect, use, and protect information in connection with those communications.

### Scope

This Addendum covers:

- Collection and use of mobile phone numbers, message content, timestamps, delivery status, and opt-in/opt-out preferences tied to our SMS/MMS communications.
- SMS/MMS sent from approved phone lines and other approved messaging tools used by Springbrook and Affiliates to communicate with customers, prospects, staff, and contractors.

Our use of SMS is limited to direct, conversational, and business-related communication. We do not use SMS for unsolicited marketing campaigns or bulk messaging.

### SMS Consent

We only send text messages when we have appropriate consent, which may include:

#### Conversational / Informational Consent:

If you text us first or provide your mobile number in connection with a specific interaction (e.g., scheduling, support), we may send informational or transactional messages related to that interaction.

### **Marketing Consent (If Applicable):**

For any promotional or advertising messages, we obtain your clear, written consent (electronic or physical) that authorizes us to send marketing texts. Your consent is not a condition of purchase, and each marketing program or campaign requires its own opt-in.

### **What We Collect Via SMS**

When you interact with us via SMS/MMS, we may collect:

- Your mobile number, name (if provided), and message content;
- Date/time, delivery/read status, and opt-in/opt-out preferences;
- Technical metadata (e.g., carrier, routing information) provided by our messaging service.

We use this information to deliver messages, provide support, maintain compliance (e.g., consent records), and improve service reliability.

This information is collected only in the context of direct, business-related communication initiated by or with your consent.

### **How We Use SMS Data (And What We Do Not Do)**

We use SMS data to:

- Respond to your inquiries and deliver requested information (appointments, confirmations, service notices).
- Send marketing/promotional messages only if you have given prior express consent.
- Maintain consent logs, handle opt-outs, and comply with carrier regulations.

We do not:

- Sell or share your mobile phone number, message content, or SMS engagement data with third parties for monetary or other valuable consideration or for cross-context behavioral advertising.
- Rent or exchange SMS opt-in lists.

### **No Sale / No Sharing Commitment:**

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

We do not sell, rent, trade, or share mobile numbers, message content, or SMS consent and engagement data. Your opt-in consent is never transferred, sold, or used by any outside organization for any purpose.

We may disclose SMS-related data to service providers (e.g., Zoom) solely to deliver messages, under contract, with appropriate protections, and not for their independent use.

### **Opt-Out, Help, And Preferences**

Reply STOP to any message to unsubscribe from further SMS communications.

Reply HELP for assistance.

You may also contact us directly at [privacy@springbrookny.org](mailto:privacy@springbrookny.org) to request that we cease SMS communication. Once an opt-out request is received, we will promptly honor it.

### **Message Frequency, Fees, And Delivery**

- Message frequency varies by program and will be disclosed at opt-in.
- Message and data rates may apply.
- Delivery may depend on carrier networks and coverage; we cannot guarantee delivery or timing.

### **Data Retention**

We retain SMS consent records and message logs as needed to:

- Document compliance (e.g., consent and opt-out history),
- Resolve disputes, and
- Meet legal/regulatory obligations.

### **Security**

We use reasonable administrative, technical, and physical safeguards to protect SMS-related information from unauthorized access, disclosure, or misuse. Safeguards include access controls and encryption in transit where supported. Access to SMS

communications is limited to authorized administrative staff with a legitimate business need.

## Privacy Rights

Depending on your location, you may have rights to:

- Know the personal information we collect and how we use it;
- Delete personal information (subject to exceptions);
- Opt out of sale or sharing of personal information (we do not sell or share SMS data as described above);
- Correct inaccurate information;
- Limit the use/disclosure of sensitive personal information.
- To submit a request, please contact us at [privacy@springbrookny.org](mailto:privacy@springbrookny.org)

## Changes To This Addendum

We may update this Addendum from time to time to reflect changes in our practices or applicable regulations. Updates will be posted with a revised effective date. Continued use of SMS communications with Springbrook and Affiliates following any update constitutes acceptance of the revised Addendum.

## Contact Us

If you have any questions about this Addendum or how we handle your SMS-related information, please contact us:

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Oneonta, NY 13820  
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