

SMS/Text Messaging Privacy Policy for Avatar

Effective Date: Oct 15, 2025

This SMS/Text Messaging Privacy Policy explains how **Avatar** Landscaping and Construction("we," "us," or "our") collects, uses, shares, and protects your information when you subscribe to and receive text messages (SMS/MMS) from us.

By subscribing to our text message program, you consent to the practices described in this policy.

1. Information We Collect

When you opt-in to receive SMS messages from us, we collect the following personal information:

- **Personal Data:** Your mobile phone number, and any name or other information you provide during the opt-in process or in your message responses.
- **Message Data:** The content of messages sent to and received from you, message delivery data (e.g., timestamps, status), and other interaction data.
- **Opt-in Data:** The date, time, and method of your consent to receive our messages.

2. How We Use Your Information

We use the information collected solely for the purpose of operating, improving, and managing our text messaging service, specifically to:

- **Send Text Messages:** To deliver the updates, notifications, and promotional messages you explicitly opted to receive.
- **Provide Support:** To respond to your questions and provide customer service related to the SMS program (e.g., when you text "HELP").
- **Ensure Compliance:** To comply with all applicable legal and regulatory requirements, including the TCPA and carrier guidelines.

3. Sharing Your Information (The Crucial Compliance Section)

We are committed to protecting your privacy.

We do not share, sell, or rent your mobile phone number or SMS opt-in data with any third parties for their marketing or promotional purposes.

We may share your information only in the following limited circumstances:

- **Service Providers:** We may share your information with trusted third-party vendors and partners (such as SMS gateway providers and phone carriers) who assist us in delivering and operating our SMS services. These parties are contractually obligated to keep your information secure and confidential.
- **Legal Requirements:** We may disclose your information if required by law or in response to a legal process, such as a subpoena or court order.

Mandatory Non-Sharing Clause: All the above categories exclude text messaging originator opt-in data and consent; **this information will not be shared with any third parties, excluding aggregators and providers of the text message services.**

4. Your Rights and Choices (Opt-Out)

You have the right to stop receiving text messages from us at any time:

- **Opt-Out:** To unsubscribe from the SMS service, simply **reply with the word STOP** to any message you receive from us. You will receive one final message confirming your unsubscribe status.
- **Help:** For assistance, reply with the word **HELP** to any message you receive.
- **Data Access:** You can request access to or correction of your personal information by contacting us at the email below.

5. Contact Us

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

- **Business/Organization Name:** Avatar Landscaping and Construction
- **Email:** eric@avatarlandscapingandconstruction.com
- **Phone:** (469) 855-8022