

# 1. Introduction

HopePHL ("we," "our," or "us") respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, and safeguard your information when you sign up for and use our text messaging services (SMS/MMS).

By opting into our text messaging service, you agree to the terms outlined in this policy.

## 2. Information We Collect

When you sign up for our email or text messaging service, we may collect:

- Your phone number
- Your name (if provided)
- Zip code
- Message history (sent and received messages)
- Preferences related to communication

## 3. How We Use Your Information

We may use your information to:

- Send transactional messages (tax receipts, updates, confirmations, reminders)
- Deliver promotional messages (offers, discounts, announcements)
- Improve our messaging services
- Respond to customer service requests

## 4. Opting In & Out

- You may opt-in by [signing up at our website for emails, accepting texts sent by HopePHL staff or filling out a form.
- You can opt out at any time by replying **STOP** to our text messages. After opting out, you will no longer receive SMS/MMS messages from us unless you opt back in.
- You can opt out of emails by using the unsubscribe link in the footer of the email or by emailing [hello@hopephl.org](mailto:hello@hopephl.org).

## 5. Data Sharing & Security

- We do not sell, rent, or share your phone number with third parties for their marketing purposes.
- We may share your data with trusted service providers who assist in delivering messages, but they must comply with our privacy standards.
- We implement security measures to protect your information from unauthorized access.

## **6. Carrier & Message Fees**

Standard messaging and data rates may apply, depending on your carrier plan. We are not responsible for any charges from your mobile provider.

## **7. Changes to This Policy**

We may update this Privacy Policy from time to time. Changes will be posted on our website, and continued use of our messaging service constitutes acceptance of the updated policy.

## **8. Contact Us**

If you have any questions regarding this policy, you can contact us at:  
[hello@hopephl.org](mailto:hello@hopephl.org)