



Privacy Policy for 10DLC Messaging Campaigns

Oceana County Council on Aging
Effective Date: 7/28/2025

At **Oceana County Council on Aging**, we are committed to protecting your privacy and safeguarding any personal information you share with us. This Privacy Policy explains how we collect, use, and protect information related to our SMS communications sent via 10-digit long codes (10DLC).

Information We Collect

As part of our 10DLC messaging campaigns, we may collect the following information:

- Your mobile phone number
- Your name (if provided)
- Information you voluntarily provide in response to our messages
- Health-related details (only if you choose to share them for service-related reasons)

How We Use This Information

We use your information solely for purposes that support your engagement with our services, including:

- Confirming or reminding you about events, appointments, or services
- Providing updates about programs you've enrolled in
- Sharing time-sensitive community alerts or wellness information relevant to older adults and caregivers

No Sharing, Selling, or Renting of Personal Information

We will **never share, rent, or sell** your **Personally Identifiable Information (PII)** or **Protected Health Information (PHI)** to any third parties for **marketing, advertising, or promotional purposes**.

We do not partner with advertisers or data brokers, and we do not use your information for commercial gain.



Third-Party Service Providers

To deliver text messages efficiently, we may work with trusted service providers (e.g., SMS gateway platforms). These providers are contractually required to:

- Maintain the confidentiality and security of your information
- Use your data **only** to facilitate message delivery
- Not share, sell, or use your data for their own marketing

Data Security

We use reasonable administrative, technical, and physical safeguards to protect your personal information from unauthorized access, loss, misuse, or disclosure.

Opt-Out Option

You can opt out of receiving text messages at any time by replying “**STOP**” to any message. To receive help or support, reply “**HELP**”, or contact us directly using the information below.