

SMS Messaging Privacy Policy

Updated 1/15/24

Overview

Mimi's Pantry is dedicated to ensuring that all SMS communications comply with applicable laws and regulations while providing valuable information to our subscribers. This policy outlines our commitment to responsible SMS practices and sets clear expectations for our customers.

Compliance with Regulations

We adhere to all relevant laws and regulations governing SMS marketing, including but not limited to:

- **Telephone Consumer Protection Act (TCPA):** We obtain prior express written consent from subscribers before sending promotional messages.
- **General Data Protection Regulation (GDPR):** We respect the privacy rights of our subscribers and ensure that their data is handled in accordance with applicable data protection laws.

Use of Information

We use Personal Information to deliver, analyze, maintain, and support SMS messaging. We may also use Personal Information to enhance the SMS Messaging features and customize and personalize your experiences with the messaging service.

Sharing of Information

Mimi's Pantry will not rent or sell your Personal Information to other companies or individuals unless we have your consent. We may use or disclose Personal Information in any of the following limited circumstances:

We have received your consent.

We need to enforce our Terms of Service.

We provide such information to trusted businesses or persons for the sole purpose of processing Personal Information on our behalf or providing the messaging service to you. When this is done, it is subject to agreements that oblige those parties to process such information only on our instructions and in compliance with this Policy and appropriate confidentiality and security measures. If the third party fails to comply with our terms, Mimi's Pantry is not accountable in any way for any liability or reimbursement.

We believe disclosure of Personal Information is necessary or appropriate to: (i) comply with applicable law and legal processes; (ii) respond to requests from public and government authorities, including public and government authorities outside your country of residence; (iii)

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enforce a contract with us; (iv) protect our rights, privacy, safety, or property, and/or that of our affiliates, you or others; and (v) allow us to pursue available remedies or limit the damages that we may sustain.

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Mimi's Pantry takes a variety of physical, technical, administrative, and organizational security measures based on the sensitivity of the information we collect to protect your Personal Information against accidental or unlawful destruction or accidental loss, alteration, unauthorized disclosure or access. Unfortunately, no online activity can be guaranteed to be 100% secure. You should note that in using SMS messaging, your information will travel through third-party infrastructures which are not under our control (such as a third-party provider's SMS delivery platform or your carrier network). While we strive to protect your information against unauthorized use or disclosure, we cannot ensure or warrant the security of any information you provide. By using SMS messaging, you agree that Mimi's Pantry is not liable for any unintentional disclosure.

Children

SMS messaging is not intended for children under 13. Mimi's Pantry does not knowingly collect information from children under the age of 13. Children aged 13 or older should not submit any Personal Information without the permission of their parents or guardians. By using SMS messaging you are representing that you are at least 18, or that you are at least 13 years old and have your parents' permission to use the service.

Mimi's Pantry requires that users of the SMS messaging be limited to US residents only.

Obtaining Consent

Mimi's Pantry will obtain SMS messaging consent by receiving an initial SMS message from subscriber. When applicable forms either electronic or paper will be used, where subscriber can choose to opt in to messaging.

Frequency of Messages and Content

We aim to provide a balanced messaging experience, and subscribers can expect up to 1 message per week. Messages will be transactional as necessary (e.g., appointment notifications, scheduling, cancellations); informational messages sent as needed to keep customers informed.

Opt-Out Procedures

Subscribers can opt-out of receiving further commercial text messages via the Messaging Service by responding to any of our text messages with any of the following replies: STOP or by texting STOP to 816-735-0220.

Retention of Information

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We retain Personal Information for as long as the subscriber participates in the SMS message service or as needed to comply with applicable legal obligations. We will also retain and use your Personal Information as necessary to resolve disputes, protect us, and enforce our agreements.

Data Protection and Privacy

We prioritize the protection of our subscribers' personal information. We ensure that all data collected for SMS messaging is stored securely. Subscriber information is not shared with third parties without consent, except as required by law or as previously described.

Policy Review and Updates

This policy will be reviewed regularly to ensure compliance with legal standards and industry best practices. Any updates will be communicated to our subscribers.

Questions or Assistance

Contact Mimi's Pantry at info@mimispantry.org for SMS messaging assistance or questions.