



PRIVACY POLICY

Privacy Policy for Southland Lawn and Landscaping Texting/Emailing Services

Effective Date: January 01,2024

At Southland Lawn and Landscaping, we are committed to protecting your privacy and ensuring a secure experience while using our texting services. This Privacy Policy outlines how we collect, use, and safeguard your personal information when you interact with us through text messages (SMS/MMS) or other communication channels. When submitting/providing your phone number, you are authorizing Southland Lawn and Landscaping to send you text messages. Messaging frequency will vary. Message & data rates apply. Reply STOP to stop messages sent from us or call our office for additional assistance.

1. Information We Collect

When you interact with our texting service we may collect the following types of information:

- **Personal Information:** This includes details like your name, phone number, and any other information you voluntarily provide.
- **SMS Data:** We may collect data related to the messages you send and receive, such as the content of messages, time, and date.
- **Usage Data:** We may collect information on how you use our services, including your preferences, opt-in/opt-out choices, and any communication history.

2. How We Use Your Information

We may use your information for the following purposes:

- To send you text messages related to our services, promotions, or customer support.
- To respond to your inquiries, requests, or feedback.

- To improve our texting service, including by analyzing message interactions and usage patterns.
- To comply with legal obligations or protect our rights.

3. How We Protect Your Information

We implement a variety of security measures to protect your personal information, including:

- **Encryption:** Data transmitted through our texting service may be encrypted to prevent unauthorized access.
- **Data Access Controls:** Access to your personal information is restricted to authorized personnel only.
- **Retention:** We retain your data only for as long as necessary to fulfill the purposes described in this Privacy Policy or as required by law.

4. Sharing Your Information

We do not sell, rent, or trade your personal information to third parties. However, we may share your information in the following cases:

- **Service Providers:** No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties. We may share your information with trusted third-party providers who assist us in running our texting services (e.g., SMS gateway providers).
- **Legal Requirements:** We may disclose your information if required by law or in response to a valid legal request, such as a subpoena or court order.
- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your personal information may be transferred.

5. Your Rights and Choices

You have the following rights regarding your personal information:

- **Opt-Out:** You can opt out of receiving marketing messages at any time by following the instructions in the message (e.g., replying "STOP") or by contacting us directly.
- **Access and Correction:** You can request access to or correction of your personal information by contacting us.
- **Data Deletion:** You may request the deletion of your personal data, subject to legal and contractual obligations.

6. Children's Privacy

Our texting services are not intended for children under the age of 16, and we do not knowingly collect personal information from children. If you are a parent or guardian and believe your child has provided us with personal data, please contact us immediately.

7. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated "Effective Date." We encourage you to review this policy periodically.

8. Contact Us

If you have any questions about this Privacy Policy or how we handle your information, please contact us at:

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