

## Privacy Policy for SMS Services and Mobile Communications

Last Updated: November 14, 2024

This Privacy Policy outlines how Palmetto Project collects, uses, and discloses personal information, especially for consumers and prospective users of our SMS and mobile communication services.

### Collection of Personal Information

#### Information You Provide

We may collect personal information directly from you, such as your name, email address, and phone number, for purposes including SMS services, appointment scheduling, and newsletter sign-up.

#### Automatically Collected Information

When you interact with our website, certain information may be automatically collected through tracking technologies like cookies, web beacons, and pixels. This may include your IP address, geographic location, browser type, and website interaction data. You can disable cookies in your browser settings, but some website features may be affected. For more on managing cookies, visit <http://www.allaboutcookies.org>.

### Use of Personal Information

We use the personal information collected from you to:

- Communicate via text messages, as per your consent.
- Provide SMS notifications regarding appointments, insurance eligibility, application statuses, and enrollment options.
- Send you updates, marketing messages, and other relevant information about our services.

### Disclosure of Personal Information

#### Third-Party Service Providers

To deliver and optimize our SMS and mobile communication services, we may share your information with limited service providers, such as email and SMS marketing tools.

- **Constant Contact:** Used for email and SMS campaigns, including text message marketing, as allowed by you. For more details on Constant Contact's data practices, refer to their Customer Data Notice at [Constant Contact's Customer Data Notice](#).

### Compliance and Legal Requirements

We may also disclose your information if necessary to comply with legal obligations, such as responding to lawful information requests, subpoenas, or to protect our rights.

### SMS Communication Preferences

You may unsubscribe from SMS communications at any time. To opt out, reply with "STOP," "QUIT," "CANCEL," "OPT-OUT," or "UNSUBSCRIBE" to any text message received.

### Privacy Rights

Depending on applicable laws, you may have the right to access, correct, or delete the personal information we hold. To exercise these rights, please contact us at (843) 577-4122 or [programs@palmettoproject.org](mailto:programs@palmettoproject.org).

### Policy Updates and Contact Information

We may update this Privacy Policy periodically. If you have questions about our privacy practices, please contact us at (843) 577-4122 or [programs@palmettoproject.org](mailto:programs@palmettoproject.org).