**Privacy Policy**

**Effective Date: [Insert Date]**

[Brand Name] (“we,” “us,” “our”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how [Brand Name] collects and uses information about you [when you opt-in to receive SMS messages from us].

**Information We Collect** [review and delete anything that is inapplicable or add other data that may be collected]

When you opt-in to receive SMS messages, we collect:

* Your phone number
* Consent to send SMS messages
* Your email address
* Your basic contact information
* Your messaging history
* [Other information you collect about individuals who visit your website or who interact with you in other ways]

**How We Collect Your Information**

We may collect your information directly from you, such as when you complete a form or contact us; automatically, such as when you interact with our website; or from others, such as when we receive information about you from third parties.

**How We Use Your Information**

We use your information to:

* Send you the SMS messages you’ve opted in to receive
* Provide updates, promotions, or other relevant content based on your preferences
* Choices and Controls
* To operate our business
* [Other uses of the information that you make]

**Disclosures of Your Information**

We may disclose your information to our affiliated companies; to third party service providers, business advisors, or consultants who provide services to us; in connection with a merger, acquisition, reorganization, restructuring, financing transaction, or sale of assets; as required by law or administrative order; to assert claims or rights or to defend against claims; and [other disclosures you make]

**Protection of Information**

We take steps to protect your information against unauthorized use or disclosure.

**Updates**

We may periodically update this privacy policy. If we make material changes that have a substantive and adverse impact on your privacy, we will provide notice on this website before the change becomes effective. We encourage you to periodically review this page for the latest information about our privacy practices.

**How to Contact Us**

You can reach us by texting the word HELP for support to [number]. You may also contact us directly at [Insert an email and/or a toll-free number]

**Other information that may be included in Privacy Policies**

Depending on your jurisdiction and your business activities, you may need to include provisions on additional topics, including:

* The category of personal data you collect, and whether each category is disclosed, sold, or shared;
* The Sale or Sharing of personal information

We do not share your personal information, phone number, or SMS consent opt-in data with third parties or affiliates for marketing or promotional purposes.

* Information about how you use cookies;
* Information about how you handle the personal data of children;
* Information about how individuals can exercise their privacy rights (e.g., to access, correct, or delete their data); and
* Whether your website responds to do not track or global privacy control signals.