

SMS Privacy Policy for Black Pine Circle School

Effective Date: Jan 2025

At Black Pine Circle School, we take your privacy seriously, especially when it comes to text messages (SMS). This policy explains how we handle your information when you sign up to use SMS using Webex Business texting.

To Opt into SMS Usage we accept the following:

Digital Consent (e.g., Web Form or Contact Us Page)

Message Flow:

- The user navigates to Black Pine Circle's Helpdesk and fills out a support ticket with the dropdown selection: "SMS Opt In".
- The opt-in form clearly states:
"By providing your information and clicking 'Submit,' you agree to receive SMS messages from Black Pine Circle School. Message frequency may vary. Standard Message and Data Rates may apply. Consent is not a condition of purchase. Privacy Policy and Terms below.
- "Thank you for opting in to messages from BPC! Msg freq may vary. Std msg & data rates apply. Reply STOP to opt out, HELP for help."
- <https://blackpinecircle.freshdesk.com/support/home>

Verbal Consent (Over the Phone or In-Person)

Message Flow:

- When a staff calls in to 510-845-0876 x249 or x277 which is published or walks to tech office
- The helpdesk explains the consent process verbally:
- Agent asks "Would you like to receive messages via SMS?"
 - If customer says yes, then agent says, "By providing your phone number, you agree to receive SMS messages from Black Pine Circle School. Message frequency may vary. Standard Message and Data Rates may apply. For details, please see Employee Handbook"
- Once the customer verbally agrees, the phone number is recorded, and a confirmation SMS is sent:
"You have agreed to receive SMS updates from Black Pine Circle School. Msg freq may vary. Std msg & data rates apply. Reply STOP to opt out, HELP for help."

What Information Do We Collect for SMS?

When you communicate via SMS using Webex Business Texting, we may collect:

- **Your Phone Number:** To send and receive SMS messages.
- **Message Content:** The content of the messages sent or received, including any responses or attachments.

- **Delivery and Interaction Data:** Information about when messages are delivered, read, or responded to.
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How Do We Use SMS Information?

We use SMS communications to:

- Communicate between staff members
 - Respond to questions, concerns, or requests.
 - Facilitate smooth and efficient communication between families and our school staff.
 - Communicate with 3rd party vendors
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Who Has Access to SMS Information?

- **School Staff:** Only authorized personnel at Black Pine Circle School will have access to SMS communications to carry out their duties.
 - **Webex Services:** SMS messages are processed through Webex's secure business texting platform. Webex may access message data as necessary to provide its services.
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Third-Party Sharing

We do not sell, rent, or share your SMS information with any third parties for marketing or unrelated purposes. However, we may share information with:

- **Webex (Cisco):** As the service provider for business texting, to ensure message delivery and platform functionality.
 - **Legal or Safety Reasons:** If required by law or to protect the safety, rights, or property of the school or others.
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Your Rights and Choices

You have the right to:

- **Opt Out of SMS Communication:** Let us know if you no longer wish to receive SMS messages from us.
- **Access Your Information:** Contact us to review or update the information associated with your SMS interactions.

Keeping Your Information Safe

We work with reliable service providers and use safeguards to protect your phone number and message data. While we do our best to keep everything secure, no system is completely foolproof.

Retention of SMS Data

We retain SMS communications for as long as necessary to fulfill the purposes outlined in this policy, comply with legal obligations, or resolve disputes.

Changes to This Policy

We may update this policy to reflect changes in how we use SMS communication or manage your information. Any updates will be posted here with a new effective date.

All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties. We will not share your opt-in to an SMS campaign with any third party for purposes unrelated to providing you with the services of that campaign. We may share your Personal Data, including your SMS opt-in or consent status, with third parties that help us provide our messaging services, including but not limited to platform providers, phone companies, and any other vendors who assist us in the delivery of text messages.

Contact Us

If you have questions about this SMS Privacy Policy or your SMS communication with Black Pine Circle School, please reach out to us:

Black Pine Circle School
2027 7th Street Berkeley, CA 94710
tech@blackpinecircle.org

This policy was last updated Jan 2025