

Florida Atlantic University Division of Research
Privacy Policy: SMS Text Messages
Effective Date: July 14, 2023

This Privacy Policy ("Policy") describes how **Florida Atlantic University Division of Research** ("University") collects, uses, discloses, and protects personal information obtained through the SMS text messaging service ("Service") provided to you. By opting in or using the Service, you consent to the collection and processing of your personal information as described in this Policy.

1. **Information Collected:** The University collects certain personal information when you opt in to receive SMS text messages. This may include your first and last name, mobile phone number, email address and other information you provide to us. The University may also collect information about your interactions with our messages, such as whether you received, opened, or clicked on any links within the text messages.
2. **Use of Personal Information:** The University use the personal information collected to deliver SMS text messages to you and provide you with University-related information, including but not limited to important announcements, event invitations, reminders, news, updates, and other relevant information. The University may also use your personal information for internal purposes, such as monitoring and improving the Service, analyzing usage patterns, and conducting research.
3. **Disclosure of Personal Information:** The University may disclose your personal information to our authorized service providers who assist us in delivering SMS text messages and managing the Service. These service providers are contractually bound to use your personal information only for the purposes specified by the University and in compliance with applicable privacy laws. The University may also disclose your personal information if required by law or in response to a valid legal request.
4. **Data Retention:** The University will retain your personal information for as long as necessary to fulfill the purposes for which it was collected, or as required by applicable laws and regulations. Once the personal information is no longer needed, the University will securely dispose of it in accordance with our data retention practices.
5. **Data Security:** The University implement appropriate technical and organizational measures to protect your personal information from unauthorized access, use, disclosure, alteration, or destruction. Despite our efforts to safeguard your personal information, please note that no security measure is completely foolproof, and the University cannot guarantee the absolute security of your data.

6. **Disclosure of Personal Information with Constant Contact:** To send email marketing and text message communications. For more information about how Constant Contact may use your information and the information that may be collected through email campaigns and SMS text messages, see Constant Contact's Customer Data Notice available at <https://www.constantcontact.com/legal/customer-contact-data-notice>.
7. **Third-Party Links:** The Service may contain links to third-party websites or services. This Privacy Policy does not apply to those third-party websites or services, and the University is not responsible for their privacy practices. The University encourages you to review the privacy policies of those third parties before providing any personal information to them.
8. **Changes to this Policy:** The University may update this Privacy Policy from time to time to reflect changes in our information practices or legal requirements. Any changes the University makes will be posted on the University's website or otherwise communicated to you through the Service. The University encourages you to review this Policy periodically to stay informed about how the University collect, use, and protect your personal information.
9. **Contact Information:** If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us at dorcommunications@fau.edu.

If you have any questions or concerns about this Privacy Policy, please contact dorcommunications@fau.edu.

By opting in and using the Service, you acknowledge that you have read, understood, and agreed to the terms of this Privacy Policy.