

**Falls Area Community Television, Inc.  
1 Hospital Court, Box 1  
Bellows Falls, VT 05101**

## **SMS PRIVACY POLICY**

### **Introduction**

This SMS Privacy Policy explains how Falls Area Community Television, Inc. ("FACT TV", "we", "us", or "our") collects, uses, and protects your personal information when you subscribe to receive text and/or multimedia messages ("SMS Services") from us via the Constant Contact platform.

This policy applies only to information collected through our SMS Services and does not apply to any other services, platforms, or methods we use to collect data. By signing up for and using our SMS Services, you agree to this Privacy Policy. If you do not agree, please do not use the SMS Services.

This SMS Privacy Policy is part of our broader Terms of Service governing text communications.

### **1. Information We Collect**

We may collect the following personal information when you sign up for or interact with our SMS Services:

- Full Name
- Mobile Phone Number
- Email Address
- Mailing Address
- Job Title
- Date of Birth
- Interaction data (such as responses to links in messages)

Some data may be collected automatically through tracking technologies (e.g., cookies or analytics tools) if you visit links in our messages.

### **2. How We Use Your Information**

We use the personal information we collect to:

- Send you text messages about FACT TV programming, events, updates, and services
- Provide customer service and respond to your inquiries
- Send marketing or promotional messages (with your express consent)
- Remind you of incomplete sign-up or service actions (e.g., abandoned forms or carts)

We do not sell your personal information.

### 3. Disclosure of Information

We may share your information with trusted third-party service providers, such as Constant Contact, solely for the purpose of providing SMS Services or managing related communications.

Important Notes:

- We do not sell, rent, or share your SMS opt-in or mobile number with third parties, except to service providers directly involved in delivering our SMS Services.
- You may review Constant Contact's own Customer Data Notice for more details.

We may also share your information:

- If required by law, subpoena, or court order
- To protect our legal rights or respond to legal claims
- In connection with a merger, acquisition, or sale of company assets

### 4. Opting Out

You may opt out of receiving text messages from FACT TV at any time by replying with any of the following keywords:

STOP, QUIT, CANCEL, UNSUBSCRIBE, or OPT-OUT.

After opting out, you may receive a final confirmation message. No further messages will be sent unless you re-enroll.

### 5. Eligibility

To sign up for and use our SMS Services, you must:

- Be at least 18 years old
- Reside in the United States

### 6. Changes to This Policy

We may update this Privacy Policy periodically to reflect changes in our practices or for legal reasons. Any updates will be posted here, and your continued use of the SMS Services after changes means you accept the revised policy.


### 7. Contact Us


If you have questions about this policy or your personal information, please contact us:

Falls Area Community Television, Inc.

1 Hospital Court, Box 1

Bellows Falls, VT 05101

 (802) 463-1613

 [fact810@gmail.com](mailto:fact810@gmail.com)