

PRIVACY POLICY FOR TEXT MESSAGING SERVICES

Effective: September 1, 2025

Holy Cross High School (“HCHS”) values your privacy and is committed to protecting your personal information. This Privacy Policy explains how HCHS collects, uses, shares and protects your information when you interact with our text messaging services.

1. **INFORMATION WE COLLECT:** HCHS may collect the following information when you opt-in to receive text messages:
 - a. **Your phone number:** To send you text messages and respond to your inquiries.
 - b. **Message content:** If you contact HCHS via text, we may retain your messages to improve our services.
 - c. **Carrier information:** We may automatically receive certain information about your mobile device and network provider.
2. **HOW WE USE YOUR INFORMATION:** We may use your phone number and other collected data to:
 - a. Send you updates, and alerts.
 - b. Respond to your inquiries and customer service requests.
 - c. Improve our text messaging service.
 - d. Comply with legal obligations and protect our rights.
3. **OPT-IN AND OPT-OUT:**
 - a. **Opt-In:** By providing your phone number and agreeing to receive text messages, you give HCHS permission to send you text communications.
 - b. **Opt-Out:** You can opt-out at any time by replying “STOP” to any message we send. After opting out, HCHS will not send you further text messages unless you send “START” to our number.
4. **DATA SECURITY:** We use reasonable measures to protect the security of your personal information. However, please be aware that no method of transmission over the internet or via mobile networks is 100% secure. We cannot guarantee the absolute security of your data.
5. **SHARING OF YOUR INFORMATION:**
 - a. **With Service Providers:** HCHS may share your information with trusted third-party service providers who assist HCHS in delivering our text messaging services. These providers are contractually obligated to keep your information confidential and use it only for the purposes of assisting HCHS.
 - b. **For Legal Compliance:** HCHS may share your information if required to do so by law, regulation, or legal process (such as a subpoena, court order or other valid government request).
 - c. **Business Transfers:** In the event of a merger, acquisition, or sale of all or a portion of our business, your information may be transferred as part of the transaction.
 - d. **With Your Consent:** We may share your information with third parties if you provide explicit consent to do so.

HOLY CROSS HIGH SCHOOL WILL NOT SELL, RENT OR OTHERWISE SHARE YOUR PERSONAL AND MOBILE INFORMATION WITH THIRD PARTIES.

6. **CHILDREN’S PRIVACY:** Our text messaging services are not intended for children under the age of 13. We do not knowingly collect or solicit personal information from children. If we learn that we have collected personal information from a child under 13, we will delete it immediately.
7. **CHANGES TO THIS POLICY:** We may update this Privacy Policy from time to time. Any changes will be posted on this page, and the effective date will be updated accordingly. We encourage you to review this policy periodically.
8. **CONTACT US:** If you have any questions about this Privacy Policy or our text messaging practices, please contact us at: **Holy Cross High School; info@hchs.org; 302-213-1720.**