### **Privacy Policy for Good Medicine Project Text Messaging**

**Effective Date:** June 6, 2022

The Good Medicine Project is committed to protecting your privacy and ensuring that your personal information is handled in a safe and responsible manner. This Privacy Policy explains how we collect, use, and protect the information you provide when you subscribe to text message communications from The Good Medicine Project.

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

We may collect the following information when you opt in to our text messaging services:

* **Phone Number:** Used to send text messages and updates.
* **Opt-In/Opt-Out Status:** Tracks your subscription preferences.
* **Interaction Data:** Includes keywords sent (e.g., "JOIN," "STOP") and timestamps of messages.

We do not collect sensitive personal information through our text messaging platform.

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

Your information is used solely for the purpose of providing text message updates and related services, including:

* Sending event announcements, program updates, and donation opportunities.
* Responding to your inquiries or preferences (e.g., unsubscribe requests).
* Improving our services based on aggregated interaction data.

We will not use your phone number for purposes other than those explicitly stated in this policy.

### **3. Sharing of Information**

We value your privacy and will not sell, rent, or share your information with third parties, except in the following circumstances:

* **Service Providers:** We may share your information with trusted third-party providers (e.g., text messaging platforms) who assist us in delivering our services. These providers are required to handle your data securely and only for the purposes specified.
* **Legal Requirements:** We may disclose your information if required by law or to protect the rights, safety, and property of The Good Medicine Project or others.

### **4. Data Security**

We implement appropriate technical and organizational measures to protect your information from unauthorized access, loss, or misuse. These measures include:

* Encrypted storage of data.
* Access controls to limit who can access your information.
* Regular monitoring of our systems for vulnerabilities.

### **5. Your Rights and Choices**

* **Opt-Out:** You can unsubscribe from text messages at any time by replying **STOP** to any message you receive from us.
* **Data Access and Deletion:** You have the right to request access to the information we have about you or ask for its deletion. Contact us at [insert contact email] to submit your request.
* **Change Preferences:** If you wish to resubscribe or modify your preferences, reply **JOIN** or contact us directly.

### **6. Retention of Information**

We retain your information only as long as necessary to fulfill the purposes outlined in this policy or comply with legal obligations. Once you opt out, we will remove your phone number from our active messaging list.

### **7. Updates to This Policy**

We may update this Privacy Policy to reflect changes in our practices or for other operational, legal, or regulatory reasons. Updates will be posted on our website with the effective date. Please review this policy periodically for the latest information.

### **8. Contact Us**

If you have questions or concerns about this Privacy Policy or how your information is handled, please contact us:

* **Email:** info@goodmedicineproject.org
* **Phone:** 866.467.7658
* **Mailing Address:** PO Box 5982, Alpharetta, GA 30023

By subscribing to The Good Medicine Project’s text messaging services, you acknowledge that you have read and understood this Privacy Policy.