

Privacy Policy

Breakthrough Birmingham Effective Date: August 21, 2026 Last Updated: August 21, 2026

1. Introduction

Breakthrough Birmingham ("we," "us," or "our") respects your privacy and is committed to protecting the personal information you share with us, including through our SMS/text messaging program operated via Twilio. This Privacy Policy explains how we collect, use, disclose, and protect your information, with a specific focus on mobile phone numbers and SMS communications.

By opting in to receive text messages from us, you agree to the terms of this Privacy Policy.

2. Information We Collect

When you sign up for our SMS program, we may collect:

- Your mobile phone number
- Your name (if provided)
- Opt-in date, time, and method
- Message content and delivery status
- Any other information you voluntarily provide when interacting with our messaging program

3. How We Use Your Information

We use the information collected to:

- Send you the text messages you have opted in to receive (e.g., appointment reminders, order updates, promotional offers, alerts, or customer service communications)
- Respond to your inquiries and provide customer support
- Improve our SMS program and overall services
- Comply with legal and regulatory obligations

4. No Sharing of Mobile Information

We do not share, sell, rent, or disclose your mobile phone number or SMS opt-in data with third parties or affiliates for their own marketing or promotional purposes.

Your mobile information will never be shared with third parties for marketing or promotional purposes. This includes:

- Text messaging originator opt-in data
- Consent to receive text messages
- Any mobile number information collected in connection with the SMS program

Exceptions to this policy apply only where necessary to:

- Provide the SMS service itself (e.g., our SMS platform provider, Twilio, which processes messages on our behalf under its own privacy and security obligations)
- Comply with applicable laws, regulations, legal process, or governmental request
- Protect the rights, property, or safety of Breakthrough Birmingham, our users, or others

5. Message Frequency

Message frequency varies depending on your interaction with our program and the type of communications you have opted in to receive. You may receive messages such as [e.g., "up to 4 messages per month," "recurring messages," "transactional alerts as needed"]. Message frequency may vary.

6. Message and Data Rates

Message and data rates may apply. Standard messaging and data rates charged by your mobile carrier may apply to any text messages we send you, depending on your mobile plan. Please contact your wireless carrier for details about your specific plan.

7. Opt-In and Opt-Out

- **To opt in:** [Describe your opt-in method, e.g., "Text JOIN to [shortcode/number]" or "Provide your number and check the consent box on our website"]
- **To opt out:** Reply **STOP** at any time to unsubscribe from SMS messages. You will receive one final message confirming your opt-out.

- **For help:** Reply **HELP** for assistance, or contact us at hello@breakthroughbham.org or (305) 484-3044.

8. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your personal information from unauthorized access, use, disclosure, or loss. Messages are transmitted through Twilio, which maintains its own industry-standard security practices.

9. Data Retention

We retain your mobile number and related opt-in data for as long as necessary to provide the SMS program, comply with legal obligations, resolve disputes, and enforce our agreements.

10. Your Rights

Depending on your location, you may have rights to:

- Access the personal information we hold about you
- Request correction or deletion of your information
- Withdraw consent to receive SMS messages at any time (by texting STOP)

To exercise these rights, contact us using the information below.

11. Children's Privacy

Our SMS program is not directed to individuals under the age of 18 (or the age of majority in your jurisdiction), and we do not knowingly collect personal information from minors through this program.

12. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with a revised "Last Updated" date. Continued use of our SMS program after changes constitutes acceptance of the updated policy.

13. Contact Us

If you have questions about this Privacy Policy or our SMS program, please contact us at:

Breakthrough Birmingham 212 20th St N, Suite 303 Birmingham, AL 35203
hello@breakthroughbham.org (305) 484-3044

This policy is intended to comply with mobile carrier and A2P 10DLC requirements, including no-sharing of mobile opt-in data, message frequency disclosure, and "message and data rates may apply" language. This document is a template and does not constitute legal advice — please have it reviewed by legal counsel before publishing.