

## **Privacy Policy for SMS Communications**

**Effective Date: January 1, 2026**

**Company: Petersen Painting, Inc.**

**Mail Contact: PO Box 298 Lehi, UT 84043**

**Contact Us: <https://petersenpainting.net/#contact>**

### **1) What This Policy Covers**

This Privacy Policy explains how we handle personal information received via SMS/text messages sent to our business phone number(s). It applies only to our text messaging interactions and not to our website or other services unless stated otherwise.

### **2) Information We Collect via SMS**

When you text us, we may receive and store:

- Your phone number
- The content of your message and any information you voluntarily provide in it
- Date, time, and technical delivery details (e.g., message status)

We do **not** use SMS messages to collect sensitive personal information. Please **DO NOT** share sensitive data (e.g., Social Security numbers, financial account details, health information) by text.

### **3) How We Use Your Information**

We use information received via SMS **solely to:**

- Read and respond to your inbound messages
- Provide customer support or answer questions you initiate
- Maintain records of communications for quality assurance, training, and compliance

We **do not** send unsolicited promotional texts.

#### 4) Sharing and Disclosure

- We **do not sell** your personal information.
- Mobile opt-in data **is not shared, sold, or distributed** to third parties.
- We may disclose information if required by law, to protect our rights or users, or to service providers that help us deliver and route messages (e.g., telecommunications and messaging infrastructure providers) under agreements that limit their use of the information to providing services to us.

#### 5) Your Choices

- **Opt-Out/Stop:** You can opt out of SMS communications at any time by replying **STOP**. We will confirm your opt-out and will not send further messages unless you text us again or request re-subscription.
- **Help:** For assistance, reply **HELP** or contact us at <https://petersenpainting.net/#contact>

#### 6) Data Retention

We retain SMS messages and related metadata only as long as needed to respond to your inquiry and for legitimate business, legal, or compliance purposes. Our standard retention period for SMS records is 12 months, after which we securely delete or anonymize them unless a longer retention period is required by law or to resolve disputes.

#### 7) Security

We use reasonable administrative, technical, and physical safeguards designed to protect the information we process via SMS. However, no method of transmission or storage is completely secure, so we cannot guarantee absolute security.

#### 8) Children's Privacy

Our SMS communications are not directed to children under 13 (or the age defined by applicable law), and we do not knowingly collect personal information from children via SMS.

### **9) International/Regional Processing**

Our SMS processing occurs in the United States. If you message us from another region, your information may be transferred to, stored in, and processed in the U.S., where privacy laws may differ from those in your jurisdiction.

### **10) Changes to This Policy**

We may update this Privacy Policy from time to time. We will post the effective date at the top of this policy and, if changes are material, we will provide additional notice as required by law.

### **11) Contact Us**

Questions about this policy or our SMS practices? Contact us here:

<https://petersenpainting.net/#contact>