

PulsePoint Outreach LLC – Privacy Policy

Last Updated: June 2025

PulsePoint Outreach LLC ("PulsePoint," "we," "our," or "us") values your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you interact with our text messaging services and website.

1. Information We Collect

We collect the following types of information:

- **Phone number and SMS replies** when you respond to one of our text polls
- **Consent metadata** including timestamp, opt-in keyword, and IP address (if applicable)
- **Survey responses** you provide voluntarily
- **Geographic data** such as ZIP code
- **Technical information** from your device (e.g., mobile carrier)

We do **not** collect financial information, social security numbers, or sensitive personal data.

2. How We Use Your Information

We use your information to:

- Send and manage SMS-based polling and surveys
- Connect you with service providers **only after explicit consent**
- Analyze de-identified survey trends for local insights
- Improve our outreach campaigns and message relevance

We will **never sell your data** to third parties.

3. Opt-In and Consent Disclosure

When you reply to one of our text messages with a keyword like "YES," you are giving **express consent** to receive recurring SMS messages from PulsePoint Outreach LLC.

- Messages will be sent from a 10-digit long code

- Standard message and data rates may apply
- Frequency may vary, but we limit polls to no more than 4 messages/month unless otherwise disclosed

Your participation is voluntary and you may opt out at any time.

4. Opt-Out Instructions

You can opt out at any time by replying:

STOP – to end all communications

HELP – for assistance or support

Once you opt out, we will send a final confirmation message and immediately remove your number from active campaigns.

For further help, email us at: support@pulsepointoutreach.com

5. Sharing of Information

We only share your phone number and survey responses with a third-party service provider **after you've explicitly requested information** (i.e., replied YES to a follow-up message).

We do not share, sell, or lease your data for advertising purposes.

6. Data Security

Your data is:

- Encrypted in transit using TLS 1.2+
 - Stored securely using industry-standard protocols
 - Accessible only by vetted PulsePoint personnel
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7. Data Retention

We retain:

- Opt-in/consent logs for **four (4) years**
 - Survey response data for **two (2) years**, then it is anonymized
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8. Changes to This Policy

We may update this policy occasionally. If so, we will update the "Last Updated" date above. Significant changes will be communicated via SMS or email.

9. Contact Us

For questions or concerns, contact: **PulsePoint Outreach LLC**
carmtt4@gmail.com