

Lifelong, Inc. Privacy Policy for SMS Messaging

Last Updated: 06/15/2026

At Lifelong, Inc. (“we,” “us,” or “our”), we respect your privacy and are committed to protecting the personal information you share with us through our SMS text messaging service. This Privacy Policy specifically governs our data practices regarding our mobile messaging programs.

1. Data We Collect

When you opt into our SMS text messaging service, we may collect the following information:

- **Contact Information:** Your mobile phone number.
- **Messaging Metadata:** Information related to the messages you send and receive through our service, including the date, time, and content of the messages.
- **Opt-In/Opt-Out Data:** Records of when you consented to receive messages and when you opted out.

2. How We Use Your Information

We use the information we collect to operate, maintain, and provide the features and functionality of our SMS services. Specifically:

- **Communication:** To send you requested information, respond to your inquiries, provide appointment reminders, or engage in conversational person-to-person communication.
- **Service Delivery:** To facilitate the transmission of messages via our service providers.
- **Compliance:** To maintain accurate records of your consent and communication preferences to comply with applicable legal requirements.

3. Sharing of Information

We value the trust you place in us. Regarding your mobile data:

- **No Marketing Sale:** Mobile information will **NOT** be shared with third parties or affiliates for their own marketing or promotional purposes.
- **Service Providers:** We may share information with companies that perform services on our behalf (e.g., messaging platform providers, customer relationship

management software, and telecommunications carriers). These partners are contractually required to maintain the confidentiality of your information.

- **Excluded Data:** All categories of data collection exclude text messaging originator opt-in data and consent; this information will **NOT** be shared with any third parties except as required by law.
- **Legal Requirements:** We reserve the right to disclose any information, including personal information, as required by law, regulation, or government request, or to protect our rights, safety, property, or avoid liability.

4. Your Rights and Choices

- **Opt-Out:** You may opt out of receiving text messages at any time by replying **STOP, QUIT, END, REVOKE, CANCEL, or UNSUBSCRIBE** to any message you receive.
- **Access/Correction:** You have the right to request access to or correction of the personal information we hold about you. You may direct such requests to the contact information provided below.

5. Contact Us

If you have questions about this Privacy Policy or how we handle your data, please contact us:

Lifelong, Inc.

Attn: Privacy Department

750 W. Hampden Avenue, Suite 450

Englewood, CO 80110

Email: lifelong@lifelonginc.com

Phone: (303) 573-0839