

## **The Campaign Registry (TCR) and Privacy Policy**

**Effective Date:** February 26, 2025

**1. Introduction** Welcome to the Ruiz Farmers Agency. We respect your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, and safeguard your data when you interact with our Text Communication Request (TCR) services.

**2. Information We Collect** When you opt-in to receive text messages from us, we may collect the following types of information:

Your name

Mobile phone number

Any additional details you provide for customer service purposes

Communication preferences

**3. How We Use Your Information** We use the information collected for the following purposes:

To send you important updates, policy information, and reminders

To provide customer support and respond to inquiries

To send promotional offers and services related to your insurance needs (if you

opt-in To comply with legal and regulatory requirements

**4. Sharing Your Information** We do not sell, trade, or rent your personal information. Mobile Opt-in, SMS Consent, and phone numbers collected for SMS communication purposes will not be shared with any third party or affiliates for marketing purposes. We may share your data with:

Farmers Insurance and its affiliates for service and policy management

Third-party service providers assisting with communication and data security

Legal or regulatory bodies when required by law

**5. Your Choices and Rights** You may opt out of receiving text messages at any time by replying "STOP" to any message. You may also request access, updates, or deletion of your personal data by contacting us.

**6. Security Measures** We implement reasonable security measures to protect your information from unauthorized access, disclosure, or misuse. However, no system is completely secure, and we encourage you to take precautions in safeguarding your personal data.

**7. Changes to This Policy** We may update this Privacy Policy periodically. Any changes will be posted on our website with an updated effective date. Your continued use of our TCR services constitutes acceptance of these changes.

**8. Contact Information** If you have any questions regarding this Privacy Policy, please contact us at: Ruiz Farmers Agency, 822 Concord Rd. Suite 109, Smyrna, GA 30080

## **9. SMS Terms & Conditions**

### **A. SMS Consent Communication**

"The information (Phone Numbers) obtained as part of the SMS consent process will not be shared with third parties for marketing purposes."

### **B. Types of SMS Communications**

If you have consented to receive text messages from The Ruiz Farmers Agency, you may receive messages related to the following specific examples:

Appointment reminders

### **C. Message Frequency**

Example: "Message frequency may vary. You may receive up to 10 SMS messages per week regarding your appointments or account status."

### **D. Potential Fees for SMS Messaging**

"Please note that standard message and data rates may apply, depending on your carrier's pricing plan. These fees may vary if the message is sent domestically or internationally."

### **E. Opt-In Method**

You may opt in to receive SMS messages from the Ruiz Farmers Agency in the following way: "They message us first"

### **F. Opt-Out Method:**

You can opt out of receiving SMS messages at any time. To do so, simply reply "STOP" to any SMS message you receive. Alternatively, you can contact us directly to request removal from our messaging list.

### **G. Help:**

Help: If you are experiencing any issues, you can reply with the keyword HELP. Or, you can get help directly from us at 770-989-1095.

### **H. Standard Messaging Disclosures:**

Message and data rates may apply. You can opt out at any time by texting "STOP." For assistance, text "HELP" or visit our [Privacy Policy] and [Terms and Conditions] pages.

Message frequency may vary.