

## **Privacy Policy CJS Power, Lighting & Design**

Effective Date: January 1, 2025

### **1. Overview:**

This Privacy Policy explains how CJS Power, Lighting & Design collects, uses, shares, and protects personal information provided via our 10DLC (10-digit long code) messaging services. By opting into our messaging services, you agree to the terms outlined in this policy.

### **2. Information We Collect:**

When you interact with our messaging platform via SMS or MMS, we may collect the following information:

- Your mobile phone number
- Message content (inbound and outbound)
- Date, time, and frequency of messages
- Opt-in/opt-out status
- Location data (as permitted by your device or carrier)

### **3. How We Use Your Information:**

We use the information collected to:

- Send you transactional and marketing messages (as permitted)
- Respond to your inquiries or customer service requests
- Confirm your opt-in and manage your subscription preferences
- Monitor and maintain compliance with applicable messaging laws and carrier policies
- Analyze trends to improve our services

### **4. Sharing of Information:**

We do not sell or rent your personal data. We may share information with:

- Service providers (e.g., SMS gateway providers) strictly for the purpose of message delivery and compliance
- Law enforcement or regulatory bodies when legally required

### **5. Opt-In & Opt-Out:**

You may opt-in to receive messages by texting a "Opt In" to our number or by signing up through a form or website.

To opt-out, reply with "STOP" to any message. For help, reply "HELP". Message and data rates may apply depending on your mobile carrier and plan.

**6. Data Security:**

We implement industry-standard technical and organizational measures to protect your data. However, no method of transmission is 100% secure, and we cannot guarantee absolute security.

**7. Data Retention:**

We retain your messaging data only for as long as necessary for legitimate business purposes or as required by law. Typically, message logs are retained for up to 12 months unless otherwise required.

**8. Children's Privacy:**

Our messaging services are not intended for children under the age of 13. We do not knowingly collect or solicit information from children.

**9. Your Rights:**

If you are a resident of California or another jurisdiction with specific privacy rights, you may request access, correction, or deletion of your personal data by contacting us.

**10. Changes to This Policy:**

We may update this Privacy Policy from time to time. Any changes will be posted with a revised effective date. Continued use of our services after such changes indicates acceptance.

**11. Contact Us:**

If you have any questions or concerns about this Privacy Policy or your data, please contact us at:

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