

# Privacy Policy and Text Messaging Terms

Last Updated: Dec 11, 2025

Specialized Management Systems, a property management company operating in Galveston, Texas, is committed to protecting your privacy and maintaining transparency regarding how we collect, use, and share your personal information. This Privacy Policy and Text Messaging Terms ("Policy") explains our practices, including how we manage text messaging communications for tenants and customers of our multi-family community and RV/mobile home parks. By interacting with our services, including our text messaging program, website, Tenant Web Access (TWA) portal, or other applications, you agree to the terms outlined in this Policy.

## 1. Information We Collect

We collect information to provide property management services, communicate with you, and improve our operations. The information we collect includes:

- **Personal Information:**
  - Name, phone number, email address, and mailing address provided when you sign a lease, register for our Tenant Web Access (TWA) portal, submit a guest card, or opt-in to our text messaging service.
  - Payment information (e.g., bank account or credit card details) for rent or service payments, collected securely through Rent Manager or our payment portal.
- **Usage Data:**
  - Submeter readings (e.g., water usage) are used to calculate utility charges, as outlined in your lease agreement.
  - Interactions with our website (<https://specializedms.com/> ), TWA portal, or text messages.
- **Other Information:**
  - Maintenance requests, community feedback, or correspondence submitted via text, email, or Rent Manager forms.
  - Information provided during move-in/move-out processes or vendor interactions.

## 2. How We Collect Information

We collect information through:

- **Direct Interactions:** When you sign a lease, complete a guest card, or provide contact details during move-in or registration.
- **Text Messaging Opt-In:** When you opt-in to receive texts by registering for an account with Rent Manager or by checking a consent box in our TWA portal or lease agreement.
- **Automated Systems:** Through Rent Manager's Text Messaging Center, which logs your replies and opt-in status, or our website/TWA portal, which tracks usage data.
- **Third Parties:** From utility providers (e.g., for submeter readings) or vendors, when needed to manage maintenance or billing services.

## 3. How We Use Your Information

We use your information to:

- **Communicate with You:**
  - Send text messages for rent reminders, overdue notices, maintenance updates, community announcements, or promotional offers (e.g., lease renewal incentives).
  - Respond to your inquiries, maintenance requests, or feedback via text, email, or phone.
- **Manage Properties:**
  - Process rent payments and calculate utility charges based on submeter readings, as per your lease agreement.
  - Coordinate maintenance, repairs, or community services for our multi-family community and RV/mobile home parks.
- **Improve Services:**
  - Analyze text messaging engagement (such as opt-out rates) to enhance communication.
  - Monitor website/TWA portal usage to improve user experience.
- **Comply with Legal Obligations:**

- Maintain records of opt-in consent for TCPA compliance.
- Report utility usage or other data as required by Texas regulations including requirements from the Public Utility Commission of Texas).

## 4. Text Messaging Program

Our text messaging program, powered by Rent Manager, allows us to send updates and communicate efficiently with tenants and customers. By participating, you agree to the following terms:

- **Opt-In Process:**
  - You may opt-in to receive text messages by:
    - Registering for an account with Rent Manager
    - Checking a box in your lease agreement, TWA portal, or other application forms indicating consent.
  - You will receive a confirmation message with opt-out instructions after opting in.
- **Types of Messages:**
  - **Transactional Messages:** Rent reminders, overdue notices, maintenance updates, or move-in/move-out instructions.
  - **Promotional Messages:** Lease renewal offers, community events, or other promotions.
  - **Emergency Alerts:** Urgent updates, such as property-wide maintenance or safety notices.
- **Message Frequency:** Varies based on your lease terms and property needs (e.g., monthly rent reminders, ad-hoc maintenance updates).
- **Message and Data Rates:** Standard message and data rates may apply, depending on your mobile carrier plan.
- **Opt-Out Process:**
  - To stop receiving texts, reply “OPTION 2” to any message. You will receive a confirmation message and no further texts unless you opt-in again.

- You may also contact us through our phone number and email to opt-out, as well as to opt-back in.
- **Support:**
  - For questions about our text messaging program, text “HELP” or contact us through our phone number or email.
  - You can also visit <https://specializedms.com/> for additional information.

## 5. How We Share Your Information

We may share your information with:

- **Service Providers:** Third-party vendors like Rent Manager to facilitate text messaging, payment processing, or property management services. These providers are contractually obligated to protect your data.
- **Utility Providers:** To manage sub-metered utilities (e.g., water billing) in compliance with Texas regulations.
- **Legal Authorities:** When required by law, such as in response to a subpoena or to comply with Public Utility Commission of Texas rules.
- **Business Transfers:** In the event of a merger, acquisition, or sale of Specialized Management Systems, your information may be transferred to the new entity, with notice to you.

We do not sell your personal information to third parties for marketing purposes.

## 6. Data Security

We implement industry-standard measures to protect your information, including:

- Encryption of payment data and sensitive information in Rent Manager and our TWA portal.
- Access controls to limit who can view your data within our team (e.g., authorized staff only).
- Regular updates to our systems to address security vulnerabilities.

However, no system is completely secure, and we cannot guarantee absolute protection against unauthorized access.

## 7. Your Rights and Choices

You have the following rights regarding your information:

- **Access and Update:** Review or update your contact details via the TWA portal or by contacting us through email.
- **Opt-Out of Texts:** Reply “OPTION 2” or contact us to unsubscribe from text messages.
- **Data Deletion:** Request deletion of your personal information, subject to legal record-keeping requirements (e.g., lease or billing records), by email.
- **Do Not Call:** Request to be added to our internal Do Not Call list for non-essential communications.

## 8. Data Retention

We retain your information for as long as necessary to:

- Fulfill your lease agreement or provide property management services.
- Comply with legal obligations (e.g., Texas property management or tax records, typically 7 years).
- Maintain opt-in records for TCPA compliance.

After this period, we securely delete or anonymize your data, unless you request otherwise.

## 9. Third-Party Links

Our website, TWA portal, or text messages may include links to third-party sites (e.g., payment processors). We are not responsible for the privacy practices of these sites. Please review their policies before providing information.

## 10. Children’s Privacy

Our services are not intended for individuals under 18. We do not knowingly collect personal information from children. If you believe we have collected such information, contact us through your park’s dedicated phone number to request deletion.

## 11. Changes to This Policy

We may update this Policy to reflect changes in our practices or legal requirements. We will notify you of significant changes via:

- Text message with a link to the updated Policy.
- Email to your registered email address.
- A notice on our website or TWA portal.

Your continued use of our services after the updated Policy's effective date constitutes acceptance of the changes.

## **12. Contact Us**

For questions, concerns, or requests regarding this Policy or our text messaging program, please contact us at:

Specialized Management Systems  
PO Box 338 Dickinson, TX 77539  
Phone: 713-823-6991  
Email: [deysi@specializedms.com](mailto:deysi@specializedms.com)  
Website: <https://specializedms.com/>

For text messaging support, text "HELP" or reach us through our phone number or email.

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By opting into our text messaging program or using our services, you acknowledge that you have read, understood, and agree to this Privacy Policy and Text Messaging Terms.