

# SMS Privacy Policy

## Introduction

We, at the Eye Bank of Kentucky (EBKY), value your privacy and are committed to protecting your personal information. This SMS Privacy Policy explains how we collect, use, and protect your data when you opt-in to receive our SMS messages.

## Information We Collect

We collect your information during the onboarding process, through our web sign-up form, and mail marketing campaign. All collection methods require your explicit consent.

When you opt-in to our SMS program, we may collect the following information:

- Your phone number
- Your name
- Any other information you voluntarily provide

## How We Use Your Information

We use the information collected to reach out in case of emergencies such as road closures, severe weather, etc. Your information helps us provide relevant, timely SMS communications.

Your information will be used for informational updates only; no donation requests or charitable giving promotions will be sent.

We share your data only with your SMS provider and analytics services to deliver messages and measure performance. We never sell your personal information to third parties

## Data Protection

We protect your information using encryption, secure servers, and restricted access controls. Our team follows strict data handling procedures to keep your information safe

We do not pass any individual's consent to receive SMS from EBKY to any third party. We do not share phone numbers with third parties for the purpose of allowing those third parties to send SMS.

We will never disclose personal information such as Phone numbers and SMS consent to third parties or affiliates.

## Opt-In and Opt-Out

By providing your phone number, you consent to receive SMS messages from us. You can opt-out at any time by replying "STOP" to any message you receive from us.

You can access, update, or delete your personal data through the preferences center or by contacting us at information. You can also opt out anytime by replying STOP to any message

## Compliance with Laws

We comply with all applicable privacy laws and regulations, including the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA).

## Changes to This Policy

We may update this SMS Privacy Policy from time to time. Any changes will be posted on our website, and we will notify you via SMS if significant changes are made.

## Contact Us

If you have any questions about this SMS Privacy Policy, don't hesitate to get in touch with us at: [info@ebky.org](mailto:info@ebky.org)

# SMS Terms & Conditions

## SMS Consent Communication

The information (Phone Numbers) obtained as part of the SMS consent process will not be shared with third parties or affiliates.

## Types of SMS Communications

If you have consented to receive text messages from the Eye Bank of Kentucky (EBKY), you may receive messages related to the following:

### **Inclement Weather**

Example: “To EBKY Staff: Please use caution when driving. There is a severe weather warning in the Louisville metro area.”

### **Road Closures**

Example: “To EBKY Staff: I64 West is closed due to an accident, please plan routes accordingly.”

### **Office Closures**

Example: “To EBKY Staff: The Lexington office is experiencing a power outage. All staff are working from home.”

This campaign is for informational updates only; no donation requests or charitable giving promotions will be sent.

## Message Frequency

Message frequency may vary depending on the type of communication. For example, you may receive up to 1 SMS message per week related to your office.

Example:

“Message frequency may vary. You may receive up to 1 SMS message per week depending on circumstance.”

## 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.

## Opt-In Method

All EBKY employees will be opt-in to receiving SMS messages from EBKY during the hiring and onboarding process. You may also opt-in by filing out our online registration form or by mail campaign.

## 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.

## 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 [SMS Privacy Policy page](#).

Message frequency may vary.