

Howard County Assisted Living – SMS Terms & Privacy Policy

Howard County Assisted Living respects your privacy. By opting into our SMS messaging service, you agree to the following terms regarding how we handle your data:

1. Data Collection

We only send SMS updates to individuals who have provided clear consent. Permission is collected through a **paper form**, ensuring that you have knowingly agreed to receive messages from us.

2. Data Usage

Your information will be used **only** to send marketing messages, Customer assistance and appointment reminders, community announcements, and important notifications related to Howard County Assisted Living. We do not use your data for unrelated purposes.

3. Data Security

Your information is stored securely, and we take reasonable precautions to prevent unauthorized access, disclosure, or misuse of your data.

4. Data Retention

We retain your information as long as you are subscribed to our SMS service. You may request deletion of your data at any time.

5. Messaging & Charges

- **Message and data rates may apply.** Your carrier may charge fees for sending or receiving SMS messages.
- Message frequency will vary depending on updates, reminders, or notices.
- By subscribing, you agree to receive recurring messages.

6. Opt-Out & Help

- You may **opt out at any time** by replying STOP or CANCEL. After unsubscribing, you will receive a final confirmation message, and your number will be removed from our list within 24 hours.
- For assistance, reply HELP or contact us directly.
 -  **Phone:** 410-670-2273
 -  **Email:** contact@howardcountyalf.com

7. Non-Sharing of Data

We do not sell, rent, or share your personal information with third parties for marketing purposes. Your information is used strictly to communicate with you regarding our services.