

# Privacy Policy for SMS Survey Program



**Effective Date:** 3/31/2026

**ADVOCAP, Inc.** ("we," "us," or "our") values your privacy. This Privacy Policy explains how we collect, use, and protect information when you participate in our text messaging (SMS) survey program.

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## 1. Information We Collect

When you opt in to receive text messages from us, we may collect the following information:

- **Mobile phone number**
- **Survey responses** you voluntarily provide
- **Message interaction data**, such as message delivery status and timestamps

We do **not** collect sensitive personal information (such as Social Security numbers, financial information, or health records) through our SMS surveys.

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## 2. How We Use Your Information

We use the information collected through our texting service to:

- Send survey invitations and reminders
- Collect and analyze survey responses to support our non-profit mission
- Improve our programs, services, and outreach efforts
- Maintain records of opt-in and opt-out requests

We do **not** use your information for commercial marketing purposes.

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## 3. Sharing of Information

We do **not sell, rent, or trade** your personal information.

We may share information only in the following limited circumstances:

- **Service providers** that help us send text messages or analyze survey data (these providers are required to protect your information and use it only for our purposes)
- **Legal requirements**, if required to comply with applicable laws, regulations, or court orders

## 4. Text Messaging Consent

By opting in to our SMS survey program, you consent to receive text messages related to surveys from ADVOCAP, Inc.

- Message frequency may vary
  - Message and data rates may apply
  - Consent is **not a condition** of receiving services or participating in our programs
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## 5. Opt-Out and Your Choices

You may opt out at any time by replying **STOP** to any text message you receive from us.

After you opt out:

- You will no longer receive SMS messages from us
- Your phone number will be removed from our active texting list, except as needed to maintain compliance records

For help, reply **HELP** or contact us using the information below.

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## 6. Data Retention

We retain SMS-related information only as long as necessary to:

- Conduct surveys and analyze results
- Maintain records required by law or best practices
- Resolve disputes or enforce opt-out requests

When information is no longer needed, it is securely deleted or anonymized.

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## 7. Data Security

We take reasonable administrative, technical, and physical safeguards to protect your information from unauthorized access, use, or disclosure. However, no system can be guaranteed to be 100% secure.

## 8. Children's Privacy

Our SMS survey program is not intended for individuals under the age of 13. We do not knowingly collect information from children through text messaging.

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## 9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted with an updated effective date. Continued participation in the SMS program after changes are posted constitutes acceptance of the updated policy.

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## 10. Contact Us

If you have questions about this Privacy Policy or our text messaging practices, please contact:

**ADVOCAP, Inc.**

**Email:** [hpsms@advocap.org](mailto:hpsms@advocap.org)

**Phone:** +19209227760

**Address:** 19 W 1st St, Fond du Lac, WI 54935