



## **SMS PRIVACY POLICY**

[SERV Behavioral Health System, Inc.](#), and its family of separately incorporated not-for-profit organizations, SERV Centers of New Jersey, Inc., SERV Achievement Centers, Inc., SERV Connect, Inc., SERV Properties and Management, Inc., and the SERV Foundation, Inc., are committed to protecting your privacy. This Privacy Policy (the "Policy") governs how we treat the Personal Information that we collect and receive from you in connection with your use of the SMS Service ("Service"), which we make available to you through a third-party service provider. This Policy is incorporated into the Terms of Service.

By using the Service, you agree to the terms of this Policy. SERV Behavioral Health System, Inc. reserves the right, in its sole discretion, to modify or change this Policy at any time with or without prior notice to you. The date of the last update will be posted at the top of this Policy for your convenience. This Policy and any changes take effect as soon as they are posted. Your continued use of the Service following the posting of any changes to the Policy constitutes your full acceptance of those changes.

"Personal Information" is information that individually identifies you, such as your mobile phone number or user/screen name, as well as any Personal Information that you choose to include in messages you send through the Service.

### **WHAT PERSONAL INFORMATION IS COLLECTED ABOUT YOU**

Through the use of the Service, SERV Behavioral Health System, Inc. will receive the following information from our third party service provider: your mobile phone number when you send a text message to us, the text of messages that you send to other users of the Service, any user or screen name that you select in connection with the Service, as well as any comments or feedback regarding the Service that you send to us.

## **HOW SERV BEHAVIORAL HEALTH SYSTEM, INC. USES PERSONAL INFORMATION ABOUT YOU**

We use Personal Information to (a) provide you with the Service, (b) process and respond to inquiries, (c) improve the Service, (d) if necessary, contact you with important announcements or messages, (e) conduct research, and (f) provide anonymous reporting for internal and external clients and partners.

Each message that you send through the Service (either to us or to other users of the Service) is stored on our servers. We retain these messages on our servers. SERV Behavioral Health System, Inc. utilizes servers and services owned by third parties.

## **DISCLOSURE OF YOUR INFORMATION**

We will not rent or sell your Personal Information to other companies or individuals, unless we have your consent. We may use or disclose such information in any of the following limited circumstances:

- We have your consent.
- We need to enforce our Terms of Service.
- We provide such information to trusted businesses or persons for the sole purpose of processing Personal Information on our behalf. Once this is done, it is subject to agreements that obligate those parties to process such information only on our instructions and in compliance with this Policy, as well as appropriate confidentiality and security measures. If the third party fails to comply with our terms, SERV BEHAVIORAL HEALTH SYSTEM, INC., is not accountable in any way for any liability or reimbursement.
- We provide such information to third parties who have entered into non-disclosure agreements with us.
- We provide such information to a company controlled by, or under common control with, SERV BEHAVIORAL HEALTH SYSTEM, INC., for any purpose permitted by this Policy.
- We respond to subpoenas, court orders, or legal process, or to establish or exercise our legal rights, or the legal rights of others, or defend against legal claims.

- We believe it is necessary to share Personal Information to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of SERV BEHAVIORAL HEALTH SYSTEM, INC.'s Terms of Service, or as otherwise required by law.
- We transfer Personal Information about you if SERV BEHAVIORAL HEALTH SYSTEM, INC. is, or its assets are, acquired by or merged with another company.

We may share aggregated information with others without further notice. An example of this would be the number of people who used the Service in a given month, or the total number of texts sent in a given week.

## **SECURITY**

SERV BEHAVIORAL HEALTH SYSTEM, INC. takes steps to protect the security of your Personal Information, including making sure our third-party service providers also safeguard your Personal Information. However, we cannot promise that hackers or unauthorized individuals won't access your Personal Information despite our precautions. Please note that when you use the Service, your information may be transmitted through third-party systems outside our control, such as a third-party SMS delivery platform or your carrier's network.

No mobile opt-in data will be shared with third-party or affiliate entities. We cannot protect, nor does this Policy apply to, any information that you transmit to other users. You should never transmit personal or identifying information to other users.

## **OPTING IN**

A mobile user might opt-in by:

- Entering a phone number online,
- Sending a Mobile Originating (MO) message containing an advertising keyword,
- Filling out a form that includes their phone number, or
- Signing up at a point-of-sale location.

## **OPTING OUT**

SERV BEHAVIORAL HEALTH SYSTEM, INC.'s third-party service provider gives you the ability to opt out of the Service for any reason. You can opt out by emailing [communications@servbhs.org](mailto:communications@servbhs.org).

We reserve the right to send you certain communications relating to the Service, such as announcements and administrative messages, without offering you the opportunity to opt out of receiving them.

## **CHILDREN**

The Service is not intended for children under 13, and SERV BEHAVIORAL HEALTH SYSTEM, INC. does not knowingly collect information from children under the age of 13.

Children aged 13 or older should not submit any Personal Information without the permission of their parents or guardians. By using the Service, you are representing that you are at least 18, or that you are at least 13 years old and have your parents' permission to use the service.

## **INTENDED AUDIENCE**

SERV BEHAVIORAL HEALTH SYSTEM, INC. requires that users of this service be limited to individuals in the United States and its territories.

## **QUESTIONS OR CONCERNS?**

If you have any additional questions about this policy, please do not hesitate to contact us at any time by emailing [communications@servbhs.org](mailto:communications@servbhs.org).

## **SMS TERMS OF SERVICE**

Using the SERV BEHAVIORAL HEALTH SYSTEM, INC. text message services (the "Service") is governed by the following Terms of Service. These terms constitute a legal agreement (the "Agreement"). Please read them carefully.

1. SERV BEHAVIORAL HEALTH SYSTEM, INC., will provide several different opportunities, such as entering a phone number online, to opt-in to SMS services. You can cancel the Service at any time.
2. SERV BEHAVIORAL HEALTH SYSTEM, INC. does not share SMS contact information or phone numbers with third parties or affiliates.

3. As always, message and data rates may apply for any messages sent to or from you, and SERV BEHAVIORAL HEALTH SYSTEM, INC. is not responsible for the cost of these messages. You will receive recurring messages. If you have questions about your text or data plans, it is best to contact your wireless provider. For questions about the service provided by this short code, you can send an email to [communications@servbhs.org](mailto:communications@servbhs.org).
4. You understand that anyone with access to your mobile phone may be able to view the messages you receive when using the Service, and you agree that SERV BEHAVIORAL HEALTH SYSTEM, INC. will not be liable to you if this occurs.
5. You understand that you are not required to consent to the Service to receive any other services from SERV BEHAVIORAL HEALTH SYSTEM, INC.
6. By agreeing to these Terms of Service and providing us with your mobile phone number when you opt-in to the Service, you authorize SERV BEHAVIORAL HEALTH SYSTEM, INC. to contact you by text message with your mobile phone number using an automatic telephone dialing system or device, or any other computer-assisted technology as applicable.
7. If you have any questions regarding privacy, please read our [Privacy Policy](#).