

# Think Simplicity Direct SMS Privacy Policy

## 1. Introduction

Think Simplicity, Inc. (“we,” “our,” or “us”) is committed to protecting the privacy of our users and customers. This SMS Privacy Policy outlines how we collect, use, and safeguard your personal information when you sign up for our SMS notifications or marketing messages. By subscribing to our SMS services, you agree to the terms of this policy.

## 2. Information We Collect

When you sign up for our SMS service, we may collect the following personal information:

- **Phone Number:** We collect your phone number to send you SMS notifications or marketing messages.
- **Message Content:** We may collect and store the content of the SMS messages we send to you or receive from you.
- **Interaction Data:** This includes data about your interactions with our SMS services, such as delivery and read receipts, responses, and time of interactions.
- **Opt-in Status:** Information about whether you have opted in or out of receiving SMS communications from us.

## 3. How We Use Your Information

We use the information collected from you for the following purposes:

- **To Send SMS Messages:** We use your phone number to send promotional messages, notifications, order updates, event reminders, or other communications based on your

preferences.

- **To Improve Our Services:** We analyze interaction data (e.g., open rates, click-through rates) to enhance the effectiveness of our SMS campaigns and improve user experiences.
- **For Compliance:** We may use your opt-in/opt-out status to ensure compliance with relevant regulations (e.g., TCPA, GDPR, CAN-SPAM).

## 4. Opting Out of SMS Communications

You can opt out of receiving SMS messages from us at any time by:

- **Replying STOP:** To any message received to stop future messages.
- **Contacting Us:** You can contact our customer service team at [Customer Service Email/Phone Number] to request removal from our SMS list.

After opting out, you will no longer receive SMS messages from us unless you opt back in. Please note that opting out of marketing messages will not affect non-promotional messages (e.g., order updates, service notifications).

## 5. How We Protect Your Information

We are committed to ensuring the security and confidentiality of your personal information. We implement appropriate security measures, such as encryption and secure access protocols, to protect your information from unauthorized access, disclosure, alteration, or destruction.

We will not share, sell, or rent your phone number or any other personal information to third parties for marketing purposes. However, we may share your information with trusted service providers who assist us in delivering SMS services (e.g., SMS gateway providers), under strict confidentiality agreements.

## 6. Third-Party Service Providers

We may use third-party service providers to facilitate our SMS services. These providers may have access to your phone number and message data but are only permitted to use this information to perform tasks on our behalf in compliance with this SMS Privacy Policy.

## 7. Data Retention

We retain your personal information for as long as necessary to fulfill the purposes outlined in this SMS Privacy Policy or as required by law. If you opt out of SMS communications, we will keep a record of your opt-out status to ensure compliance with regulatory requirements.

## 8. Your Rights

You have the right to:

- **Access:** Request access to the personal information we hold about you.
- **Correction:** Request corrections to your personal information if it is inaccurate or incomplete.
- **Deletion:** Request the deletion of your personal information, subject to certain legal obligations.

To exercise any of these rights, please contact us at [info@thinksimplicity.com](mailto:info@thinksimplicity.com).

## 9. Changes to This SMS Privacy Policy

We may update this SMS Privacy Policy from time to time. Any changes will be posted on this page with an updated revision date. We encourage you to review this policy periodically to stay informed about how we are protecting your information.

## 10. Contact Us

If you have any questions or concerns about this SMS Privacy Policy or the way we handle your personal information, please contact us at:

Think Simplicity, Inc.  
9990 Coconut Rd., Bonita Springs FL, 34135

1-866-836-9198  
info@thinksimplicity.com

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