



## **CCAR SMS Privacy Policy**

Most Recent Update: May 17, 2024

This Privacy Policy explains how the Coastal Carolinas Association of REALTORS® text messaging service collects, uses, and processes personal information of its members, prospective members, and community visitors.

CCAR recognizes the value of 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.

CCAR 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, are effective as soon as posted. Your continued use of the Service following the posting of any changes to the Policy constitutes your full acceptance of those changes.

### **How We Collect Information**

We collect personal information in the following circumstances:

- Direct Collection, when you provide information by responding to text messages.

- From Relevate, when we import your contact information from NAR sources such as MI.
- Automated Processes, when Text Request gathers information as you interact with the service.

## **What Type of Information We Collect**

### **Direct Collection**

We directly collect the following personal information:

- Opt-out preferences
- Content of your text message responses to us.
- We import personal information from NAR and MI. The information includes:
  - First and last name
  - Phone number.

### **Automated Collection**

We automatically collect the following personal information:

- Device status indicating whether a device is available for messaging
- Carrier (e.g. Verizon, AT&T, etc.)
- Country associated with the phone (we are not sending international text messages)
- Delivery status
- Error codes indicating why a message was not delivered (e.g. number associated with a landline, unreachable device, etc.)

### **How This Information Is Used**

We use the personal information we collect to communicate with you regarding CCAR operations and services, such as:

- Updates, to keep you informed of important dates or activities specific to your relationship with CCAR.

- Promotional Activities, to share opportunities that may be of interest to you, incentives, discounts, and offerings.

### **With Whom This Information Is Shared**

- We do not sell or rent your personal information. We may, however, share your personal information in limited circumstances, such as with CCAR annual partners or external service providers that support business activities.
  - Specifically, we share your information with Text Request, which provides the communications platform CCAR uses for text messaging services. For more information about how we may use your information with Text Request and the information that may be collected through our text campaigns, see Text Request's Terms of Service available at <https://www.textrequest.com/terms-of-service>
  - We also share your information with SCR and NAR through the Relevate and MI systems. For more information about how we may use your information with Relevate, see their Privacy Policy available at <https://letsrelevate.com/privacy-policy/>. For more information about how we may use your information with MI, see their Privacy Policy available at <https://www.nar.realtor/data-privacy-security/privacy-policy>.
- We may also share your personal information when required by law, or when we believe sharing will help to protect the safety, property, or rights of CCAR, members, and visitors. We may also share your personal information if necessary to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

## **What Choices You Can Make About Your Information**

- If you wish to unsubscribe from text messages for a campaign, you can reply with words, 'stop' and you will no longer receive messages.
- If you wish to re-subscribe, you must contact CCAR at [ccarinfo@ccarsc.org](mailto:ccarinfo@ccarsc.org)

Please note that unsubscribing from text messages from one campaign **will** unsubscribe you from other campaigns. Unsubscribing will not remove your information from source CCAR systems.

The accuracy of your contact information in MI is critical for the delivery of text messages. If you wish to update your contact information, click [here](#).

## **How Information Is Secured**

CCAR recognizes the importance of maintaining the security of the information it collects and maintains, and we endeavor to protect information from unauthorized access and damage. CCAR strives to ensure reasonable security measures are in place, including physical, administrative, and technical safeguards to protect your personal information.

## **Who to Contact With Questions or Concerns**

If you have any concerns or questions about how your personal data is used, please contact CCAR at [ccarinfo@ccarsc.org](mailto:ccarinfo@ccarsc.org).