

## **Messaging Privacy Policy**

**Last Updated:** 4-16-26

Pregnancy Resource Center of Tracy ("we," "us," or "our") respects your privacy and is committed to protecting your personal information. This Messaging Privacy Policy explains how we collect, use, and protect information related specifically to our SMS/text messaging communications.

### **Information We Collect**

When you opt in to receive text messages from Pregnancy Resource Center of Tracy, we may collect:

- Your name
- Mobile phone number
- Message content and interaction history
- Appointment or service-related information you voluntarily provide

### **How We Use Your Information**

We use this information solely to:

- Communicate with you about services, appointments, resources, and support
- Respond to questions or requests you initiate
- Provide important updates related to your care or engagement with our organization

### **Data Sharing and Disclosure**

We do **not** sell, rent, or share your personal information for marketing purposes.

**All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.**

Your information is only accessible to authorized staff or service providers who assist us in delivering messages on our behalf and are required to protect your data.

### **Data Security**

We take reasonable administrative and technical measures to protect your information from unauthorized access, disclosure, or misuse.

### **Your Choices**

You may opt out of text messages at any time by replying **STOP**. For assistance, reply **HELP** or contact us using the information below.

### **Contact Us**

If you have questions about this Messaging Privacy Policy, contact:

- **Organization:** Pregnancy Resource Center of Tracy
- **Phone:** 209-836-4415
- **Email:** [director@tracyprc.net](mailto:director@tracyprc.net)