

# Privacy Policy for SMS Messaging

Effective Date: January 1, 2024

## 1. Introduction

At Paradiso ("we," "us," or "our"), your privacy is of the utmost importance. This Privacy Policy outlines how we collect, use, and protect your personal information when you interact with us through our SMS messaging services powered by Twilio. By opting into our SMS services, you agree to collect and use your information as described in this policy.

## 2. Information We Collect

When you sign up for or use our SMS messaging services, we may collect the following information:

- **Phone Number:** We collect your phone number when you opt-in to receive our messages.
- **Message Content:** The messages you send or receive through our SMS service.
- **Interaction Data** includes data about message delivery, status, and any responses you send.

We do not knowingly collect personal information from individuals under 13. If we become aware of such collection, we will delete the data promptly.

## 3. How We Use Your Information

We use the information collected through SMS messaging for the following purposes:

- To send you transactional or promotional messages based on your opt-in preferences.
- To respond to inquiries or support requests made via SMS.
- To manage and improve our SMS services, including message delivery and engagement analytics.
- To comply with legal and regulatory requirements.

## 4. Opting In and Out of SMS Messaging

By providing your phone number and opting into our SMS messaging service, you consent to receive our messages. You can opt out of receiving SMS messages at any time by following the unsubscribe instructions provided in the message or by contacting us directly at [email address or phone number].

## 5. Data Sharing and Disclosure

We do not sell, rent, or trade your personal information. However, we may share your information with trusted third parties in the following cases:

- **Service Providers:** We use Twilio as our SMS messaging provider. Twilio handles the delivery of SMS messages and may process your information on our behalf using their privacy practices.
- **Legal Compliance:** We may disclose your information if required by law or in response to a valid legal request, such as a subpoena, court order, or government regulation.

## 6. Data Security

We take the security of your personal information seriously and use reasonable administrative, technical, and physical safeguards to protect it from unauthorized access, use, or disclosure. However, no method of transmission over the Internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

## 7. Data Retention

We will retain your personal information only for as long as necessary to fulfill the purposes outlined in this policy or as required by law. When the information is no longer needed, we will securely delete or anonymize it.

## 8. Your Rights

You have the following rights regarding your personal information:

- **Access and Correction:** You can request access to or correction of the personal information we hold about you.
- **Deletion:** You may request that we delete your personal information.
- **Opt-Out:** You may opt out of receiving SMS messages at any time by following the instructions provided in the messages or contacting us directly.

To exercise these rights, please get in touch with us at [hospitality@paradisochs.com](mailto:hospitality@paradisochs.com).

## 9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. We encourage you to review this policy periodically.

## 10. Contact Us

If you have any questions about this Privacy Policy or our use of your information, please get in touch with us at:

Paradiso

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