

Privacy Policy for Business SMS Messaging

Effective Date: [2/19/2025]

Fish Haven Farm is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and protect your personal information when you communicate with us via SMS (text message). By subscribing to or interacting with our SMS service, you consent to the practices described in this policy.

1. Information We Collect

When you subscribe to or engage with our SMS messaging service, we may collect the following personal information:

- ❑ **Phone Number:** The phone number you provide to receive SMS messages from us.
- ❑ **Message Content:** Any content you send to us in response to our SMS communications.

We do not collect sensitive personal information (such as Social Security numbers, financial data, or health information) through our SMS messaging service unless you voluntarily provide it in response to a request, and we will take steps to protect such information.

2. How We Use Your Information

We use the information we collect for the following purposes:

- ❑ To send you SMS messages related to our services, including promotional offers, updates, and customer service communications.
- ❑ To respond to inquiries, process requests, and provide you with information you request.
- ❑ To improve our messaging services and ensure compliance with applicable laws and regulations.

3. No Sale of Personal Data

We do not sell, trade, or rent your personal information to third parties for any purpose. We respect your privacy and do not share or disclose your personal data to third parties for their marketing purposes.

4. How We Protect Your Information

We implement reasonable technical and organizational measures to protect your personal data from unauthorized access, disclosure, alteration, or destruction. However, no method of data transmission over the Internet or method of electronic storage is 100% secure, and we cannot guarantee the absolute security of your information.

5. Opt-Out of SMS Messaging

You can opt out of receiving SMS messages from us at any time. To do so, simply reply with the word "STOP" to any message you receive from us. After opting out, you will no longer receive marketing messages, but we may still contact you regarding transactions, support, or other necessary communications.

6. Data Retention

We retain the information we collect for as long as necessary to fulfill the purposes outlined in this Privacy Policy, or as required by law. If you choose to opt out, we may retain your phone number to ensure we do not send further messages to it.

7. Your Rights

As a resident of New York State, you have certain rights regarding your personal data under state and federal law, including:

- The right to request access to the personal information we hold about you.
- The right to request correction of any inaccurate or incomplete information.
- The right to request deletion of your personal information, subject to applicable exceptions.
- The right to request that we limit the processing of your personal data.

To exercise these rights, please contact us using the contact information provided below.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any significant changes by posting the updated policy on our website or through other communication methods. The effective date of this policy will be updated accordingly.

9. Contact Us

If you have any questions about this Privacy Policy or our SMS messaging practices, please contact us at:

Fish Haven Farm
978 Owego Road Candor, NY 13743
607-322-3299
info@fishhavenfarm.com