

SMS Messaging – Privacy Policy

This Conversational SMS Consent Privacy Policy (“SMS Privacy Policy”) outlines the terms and conditions under which South Texas College of Law Houston (“STCL,” “we,” “us,” or “our”) may communicate with you via SMS (“Short Message Service”) for conversational communication purposes. By providing your consent to receive SMS messages from STCL, you agree to the terms outlined herein.

Privacy Policy for Conversational SMS Messages

This SMS Privacy Policy outlines how we collect, use, disclose, and safeguard your personal information when you use our conversational SMS messaging service. STCL complies with the Family Educational Rights and Privacy Act (“FERPA”), which generally restricts the release of student personally identifying information and education records without the student's consent, the Telephone Consumer Protection Act (“TCPA”), and other relevant laws and regulations.

Opt-In Consent for SMS Communication

By providing your mobile phone number and opting in to receive SMS messages from STCL, you are expressly consenting to receive SMS messages for conversational purposes. These SMS messages may include, but are not limited to appointment reminders, enrollment information, responses to your inquiries, service updates, and other communications relevant to your interactions with STCL.

Opt-In Consent

There are three ways to Opt-In for consent to receive SMS Conversational messages from STCL. Verbal consent does NOT consent to receiving SMS messages.

All consent requests must be submitted in one of two ways:

1. By providing your Opt-In Consent for receiving SMS messages in writing by email or other electronic or hard-copy form.
2. By sending an initiating text to South Texas College of Law Houston and providing Opt-In Consent for receiving SMS messages.

By submitting your consent and phone number, you are authorizing STCL to send you SMS messages and SMS notifications. Message/data rates apply.

Opt-Out Option

You have the right to opt out of receiving SMS messages from STCL. To opt-out, simply reply to any SMS message received from us with the word "STOP". Once you opt-out, you will no longer receive SMS messages from us, except for confirmation of your opt-out request.

Information We Collect

We collect personal information that you provide to us when you engage in conversational SMS messaging with us.

This may include:

- Your phone number
- Messages exchanged during the conversation.

We use the information collected to:

- Provide and personalize our conversational SMS messaging service.
- Respond to your inquiries and requests.
- Communicate with you about services provided by us and reminders.

Data Security

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

Disclosure of Information

We do not disclose your personal information to third parties unless required by law or with your explicit consent. However, it may be necessary to share your information with service providers who assist us in delivering our messaging service, in complying with legal requirements, and to third-parties providing services pursuant to an agreement with STCL. We are committed to protecting your privacy and the security of your personal information. Any information collected for the purpose of SMS communication will be handled in accordance with our SMS Privacy Policy. We will not share your mobile phone number or any other personal information with third parties for marketing purposes without your consent. No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

Retention of Information

We retain your personal information for as long as necessary to fulfill the purposes outlined in this SMS Privacy Policy, unless a longer retention period is required or permitted by law.

Children's Privacy

Our service is not intended for children under the age of 13, and we do not knowingly collect personal information from children under this age. If you believe that we have inadvertently collected personal information from a child under 13, please contact us immediately, and we will take steps to delete such information.

Changes to this SMS Privacy Policy

We reserve the right to update or modify this SMS Privacy Policy at any time. Any changes will be effective immediately upon posting the revised SMS Privacy Policy on our applicable intra-web

pages, website or through other communication channels. Your continued use of our service after the posting of any changes constitutes acceptance of those changes.

RingCentral Phone System

Student and consumer privacy is important for education and ensuring your communications are secure and private is our top priority at South Texas College of Law Houston. With third party auditing and certification, our phone service provider RingCentral provides solutions that are PCI DSS, HIPAA and ISO compliant and that are SOC2+, SOC3, and HITRUST certified.

Data and Message Rates

Standard message and data rates may apply to SMS messages sent and received. You are solely responsible for any fees or charges incurred from your mobile carrier related to SMS communication with STCL. Please verify with your MNO – Mobile Network Operator such as Verizon, AT&T, T-Mobile, etc. for data and messaging standard rates.

Frequency of Messages

We strive to keep SMS communications to a reasonable frequency and relevance. You may expect to receive SMS messages from us only when necessary for reminders, enrollment and course information, or important updates related to our services. We do not engage in unsolicited marketing messages via SMS without your explicit consent.

Contact Us

If you have any questions or concerns about this Conversational SMS Consent Policy or our SMS communication practices, please contact us at the following.

South Texas College of Law Houston
1303 San Jacinto Street
Houston, TX 77002
Office Phone: 713-659-8040
Email: callcenter@stcl.edu
Website: www.stcl.edu

By using our conversational SMS messaging service, you consent to the terms of this SMS Privacy Policy.