



## SMS Privacy Policy

**Updated 3/17/2026**

"The Child Parent Institute is dedicated to safeguarding your privacy. Our Privacy Policy governs how we handle the personal information we collect and receive from you in connection with your use of the SMS Service, which we provide through a third-party service provider. This Policy is integrated into our Terms of Service.

By using the Service, you agree to the terms outlined in this Policy. Child Parent Institute reserves the right to modify or update this Policy at any time, with or without prior notice. The date of the last update will be prominently displayed at the top of this Policy for your convenience. These changes take effect immediately upon posting. Your continued use of the Service after any modifications constitutes your full acceptance of those changes.

"Personal Information" refers to data that uniquely identifies you, including your cell phone number or user/screen name, as well as any personal information you choose to include in the messages you send through the Service.

### **Collection of Information**

Through your use of the Messaging Service, we will receive Personal Information through our third-party service provider. "Personal Information" is information that individually identifies you, such as your mobile phone number you provided when signing up for the Messaging Service, any user or screen name that you select in connection with the Messaging Service, any comments or feedback regarding the Messaging Service that you send to us, or any other information that you choose to include in messages you send through the Messaging Service. When you send messages via the Messaging Service, we will also collect your messaging history and any information included in those messages.

### **How Child Parent Institute Uses Personal Information About You**

We use Personal Information to:

- Provide you with the service
- Process and respond to inquiries
- Contact you with important announcements or messages
- Updates to keep you informed of important dates or activities specific to your relationship with CPI

## Sharing of Information

We will not rent or sell your Personal Information to other companies or individuals. We will not share your information unless:

- We have your consent.
- We transfer Personal Information about you if Child Parent Institute is, or its assets are, acquired by or merged with another company.
- We believe disclosure of Personal Information is necessary or appropriate to: (i) comply with applicable law and legal processes; (ii) respond to requests from public and government authorities, including public and government authorities outside your country of residence; (iii) enforce a contract with us; (iv) protect our rights, privacy, safety, or property, and/or that of our affiliates, you or others; and (v) allow us to pursue available remedies or limit the damages that we may sustain.
- We may share aggregated information with others without further notice. An example of this would be the number of people who used the Service in a given month or the total number of texts sent in a given week.

**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.**

## Protection of Information

Child Parent Institute takes a variety of physical, technical, administrative, and organizational security measures based on the sensitivity of the information we collect to protect your Personal Information against accidental or unlawful destruction or accidental loss, alteration, unauthorized disclosure or access. Unfortunately, no online activity can be guaranteed to be 100% secure. You should note that in using the Messaging Service, your information will travel through third-party infrastructures which are not under our control (such as a third-party provider's SMS delivery platform or your carrier network). While we strive to protect your information against unauthorized use or disclosure, we cannot ensure or warrant the security of any information you provide. By using the Messaging Service, you agree that Child Parent Institute is not liable for any unintentional disclosure.

## Opting In

- Entering a phone number online
- Filling out a paper form that includes their phone number

## Opting Out

- Child Parent Institute third-party service provider gives you the ability to opt out of the Service for any reason. You can opt out by texting "STOP."

## Choices and Controls

Consent to receive automated text messages is not a condition of any purchase. You can opt-out of receiving further text messages via the Messaging Service by responding to any of our text messages with any of the following replies: STOP.

## Children

The Messaging Service is not intended for children under 13, and Child Parent Institute does not knowingly collect information from children under the age of 13.

Children aged 13 or older should not submit any Personal Information without the permission of their parents or guardians. By using the Messaging Service, you are representing that you are at least 18, or that you are at least 13 years old and have your parents' permission to use the service.

Child Parent Institute requires that users of the Messaging Service be limited to US residents only.

## Questions or Concerns

If you have any additional questions regarding this SMS Policy, please feel free to contact us anytime by calling (707) 585-6108 or emailing us at [contactus@calparents.org](mailto:contactus@calparents.org)

## SMS Terms of Service

7/2/2024

- Use of the Child Parent Institute text message-based services (the "Service") is subject to the following Terms of Service. These terms constitute a legal agreement (the "Agreement"). Please read them carefully.
- Child Parent Institute will allow several different opportunities, such as entering a phone number online, to opt-in to SMS services. The opt-in received will be "START" to sign up to receive notifications from Child Parent Institute.'
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- You can cancel the Service at any time. Just text "STOP". After you send the SMS message "STOP" to us, we will send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us. If you want to join again, just sign up as you did the first time, and we will start sending SMS messages to you again.
- If at any time you forget what keywords are supported, just text "HELP". After you send the SMS message "HELP" to us, we will respond with instructions on how to use our Service as well as how to unsubscribe.

- As always, message and data rates may apply for any messages sent to you from us and to us from you, and Child Parent Institute is not liable for the cost of any such messages. You will receive recurring messages. If you have any questions about your text plan or data plan, it is best to contact your wireless provider. For all questions about the Service provided by this short code, you can send an email to [contactus@calparents.org](mailto:contactus@calparents.org).
- You understand that anyone with access to your mobile phone may be able to view the messages you receive when using the Service, and you agree that Child Parent Institute will not be liable to you if this occurs.
- You understand that you are not required to consent to the Service to receive any other services from Child Parent Institute.
- By agreeing to these Terms of Service and providing us with your mobile phone number when you opt in to the Service, you authorize Child Parent Institute to contact you by text message at your mobile phone number using an automatic telephone dialing system or device, or any other computer assisted technology as applicable.