

SMS TRC Compliance Privacy Policy and Terms of Service for <https://emcoretail.com/>

Effective Date: 11/1/2024

Last Updated:

Emco Wheaton is committed to protecting your privacy. This policy governs how we treat the personal information that we collect and receive from you in connection with your use of the SMS service we make available to you. This policy is incorporated into the terms of service.

<https://emcoretail.com/> is committed to ensuring that all SMS communications comply with the rules and regulations set forth by the Telephone Consumer Protection Act (TCPA) and relevant industry standards, including those established by the CTIA (Cellular Telecommunications Industry Association). This policy outlines our practices regarding SMS marketing, notifications, and user communications.

1. Consent & Opt-In

We ensure that all users provide **express written consent** before receiving SMS communications from us. Consent is obtained through:

- Online forms (with clear opt-in checkboxes)
- In-person registrations (where applicable)
- Job Applications with clear opt in checkbox

Users must voluntarily opt-in to receive SMS communications, and we make clear the nature of the messages they will receive (e.g., promotions, notifications, inquiries, or alerts).

- By consenting to opt in to messaging you understand that anyone with access to your mobile phone may be able to view the messages you receive and you agree that Emco Wheaton will not be liable to you if this occurs.
- You understand that you are not required to consent to SMS messaging to receive any other services or products from Emco Wheaton.
- By agreeing to terms of service and providing your mobile phone number, you authorize Emco Wheaton to contact you by text message at your mobile number using automatic telephone dialing systems or devices, or any other computer assisted technology as applicable.

2. Message Frequency

Users will be informed of the **message frequency** when they sign up for SMS communications. The expected quantity will be disclosed clearly in the opt-in process, such as:

- “Receive up to 4 marketing messages per month.”
- “You will receive regular updates to inquiries.”

3. Message Content

All messages sent to users will be compliant with industry standards and regulations. This includes:

- Providing clear, concise, and truthful content.
- Including necessary disclaimers, such as “Msg & Data Rates May Apply.” Emco Wheaton is not liable for the cost of any such message charges. For questions regarding your text or data plan, please contact your wireless provider.
- Ensuring the message relates to the service the user opted in for.

4. Opt-Out/Unsubscribe

We provide an easy and clear way for users to opt out of receiving SMS communications. Users may unsubscribe by:

- Replying with "STOP" to any message they receive.
- Clicking a link (if provided in the message).

Upon receiving an opt-out request, we will immediately cease sending SMS messages to the user unless they re-opt in. To revoke opt-out requests may be reversed upon completing an additional sign up as indicated in the opt-in section of this policy.

5. HELP & Customer Support

Users can receive assistance regarding SMS communications by texting "HELP" to our shortcode. We will respond with relevant contact information for support, including:

- Phone number
- Email address
- Website link

For further inquiries, users may contact our customer service at 1-800-234-4394 or via email at contact.us@emcoretail.com.

6. Privacy & Data Security

We value the privacy of our users and comply with all applicable privacy laws. The following safeguards are in place to protect user information:

- **Data Collection:** We collect your mobile phone numbers, any user or screen name that you provide in connection with SMS messaging, any comments or feedback regarding SMS messaging that you send us, and associated information solely for the purpose of SMS communications.
- **Use of Personal Information:** We use your personal information (mobile phone and name) to provide you with information, process and respond to your inquiries, relay important announcements or send messages related to job inquiries. We may also use messaging information to improve our services.
- **Data Usage:** User data will not be sold, shared, or used for any purpose other than delivering SMS messages.

- **Data Security and Protection of Personal Information:** We implement security measures to protect personal data from unauthorized access, including encryption and access controls. This policy does not apply to any information that is shared outside company communications. Personal identifying information (i.e., social security numbers, birthdate, etc.) should never be transmitted to unauthorized parties.
- **Children and Intended Audience:** Use of SMS messaging is not intended for children under 13, we do not knowingly use or collect information from children under the age of 13. Children age 13 or older should not submit any personal information without the permission of their parents or guardians. By using SMS messaging with Emco Wheaton you are representing that you are at least 18, or that you are at least 13 years old and have your parents or guardians permission to use SMS messaging.

7. Carrier Liability

While we strive to ensure timely delivery of SMS messages, carriers are not liable for delayed or undelivered messages. Delivery is subject to mobile network capabilities.

8. Compliance with TCPA and CTIA

Our SMS practices comply with the **Telephone Consumer Protection Act (TCPA)** and **CTIA Messaging Principles and Best Practices**. We ensure:

- No use of autodialing systems to send messages without proper consent.
- No sending of unsolicited SMS messages.
- Clear identification of our business in each message.

9. Changes to This Policy

We reserve the right to update this policy at any time. Changes will be communicated through our website and, where applicable, via SMS. The date of the latest update will be posted at the top of this policy for your convenience. Continued use of SMS messaging following the posting of any changes to the policy constitutes full acceptance of any policy changes.

By opting in to receive SMS communications from Emco Wheaton Retail Corporation, you acknowledge and agree to this SMS TRC Compliant Policy.

Contact Information If you have any questions regarding this policy or your rights, please contact us at:

- **Email:** contact.us@emcoretail.com
- **Phone:** 1-800-234-4394
- **Mailing Address:** 2300 Industrial Park Drive Wilson, NC 27893