

SMS/MMS Messaging Privacy Policy

Introduction

At the Tehama County Air Pollution Control District (TCAPCD), we are committed to protecting the privacy of our clients, staff, and the public. This policy explains how we collect, use, and safeguard personal information in connection with our SMS/MMS messaging services, in compliance with 10DLC regulations and applicable privacy laws.

Information We Collect

We collect limited personal information when you opt in to receive SMS/MMS communications from us. This may include:

- Your name
- Your mobile phone number
- Any message content or preferences you voluntarily provide

This information is collected solely to facilitate communication and ensure compliance with 10DLC requirements.

California Public Records Act:

Information submitted to the District may be subject to disclosure under the California Public Records Act (Government Code §7920 et seq.), unless an exemption applies. While we take steps to protect personal information, please be aware that communications with a public agency may not be exempt from disclosure.

How We Obtain Consent

By opting into our messaging services, whether through online forms, text message keywords, or other approved methods, you provide explicit consent to receive SMS/MMS messages from TCAPCD.

We do not send messages without prior opt-in, and participation is entirely voluntary.

How We Use Information

The information we collect is used exclusively to:

- Send public notifications, alerts, and service-related communications
- Provide updates related to air quality, burn day status, or district programs
- Comply with carrier, state, and federal regulations

We do **not** use your information for marketing or unrelated purposes.

We Do Not Sell Your Information

We will never sell or rent your personal information to third parties for marketing or promotional purposes.

Your information may be shared only with trusted third-party providers who help deliver our messaging services (such as SMS platforms), and even then, only to the extent necessary to provide those services.

We do not share or disclose any SMS mobile opt-in information for any other purpose.

Sharing of Information

Except as required to operate the messaging platform or by law, TCAPCD will never share your information with any third-party provider, advertiser, or outside entity.

Opting Out

You may opt out of receiving messages at any time by replying with one of the following keywords:

STOP, UNSUBSCRIBE, or another recognized opt-out command.

Once you opt out, you will no longer receive text messages from us unless you choose to opt in again.

Your Privacy Rights

You have the right to:

- Access the personal information we hold about you
- Request corrections to inaccurate information
- Request deletion of your personal information, where legally permissible

To exercise these rights, please contact us at (530) 527-3717.

Updates to This Policy

This policy may be updated periodically to reflect changes in technology, regulations, or business practices. Any updates will be posted publicly and take effect immediately upon publication.

We encourage you to review this policy regularly to stay informed about how we protect your information.

Contact Information

If you have any questions or concerns about this policy or our messaging practices, please contact:

Tehama County Air Pollution Control District

Phone: (530) 527-3717

Website: www.tehcoapcd.net