

# Privacy Policy for 10DLC Messaging Services

**Effective Date:** 5/17/24

**Last Updated:** 5/17/24

## Introduction

The Accessory Shop, LLC (“we,” “us,” or “our”) is committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy explains how we collect, use, disclose, and protect your personal information when you use our 10DLC messaging services (the “Service”).

By using our Service, you agree to the terms outlined in this Privacy Policy. If you do not agree with these terms, please do not use the Service.

## Information We Collect

We collect various types of personal information from you when you use our 10DLC messaging services, including:

- **Phone Number:** We collect your phone number to send you text messages, notifications, and other communications via our 10DLC messaging service.
- **Message Content:** We collect the content of any messages you send or receive via our Service.
- **Usage Data:** We may collect information on how the Service is accessed and used, such as message delivery status, timestamps, and user interaction data.
- **Consent Records:** We maintain a record of your consent to receive messages in compliance with industry regulations.

## How We Use Your Information

We use the information we collect for the following purposes:

1. **Service Provision:** To send messages, updates, alerts, or promotional content via 10DLC messaging in accordance with your preferences and consent.
2. **Compliance and Regulation:** To ensure compliance with regulations such as the Telephone Consumer Protection Act (TCPA), and to ensure that all messaging is compliant with carrier requirements and 10DLC standards.
3. **Customer Support:** To provide customer support and respond to inquiries or issues regarding the Service.
4. **Improvement and Analytics:** To improve our Service through internal analysis of usage patterns and user feedback.

## Sharing and Disclosure of Information

We do not sell or rent your personal information to third parties. We may share your personal information with the following parties for the reasons specified:

- **Service Providers:** We may share your data with third-party service providers who assist us in operating the Service, such as messaging platforms or analytics providers. These providers are required to keep your information confidential and use it only for the services they provide to us.
- **Marketing & Promotional:** We do NOT sell or share your information with any third party entity for any kind of marketing or promotional materials.
- **Legal Requirements:** We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., a court or government agency).
- **Compliance with 10DLC Regulations:** We may share data with telecommunications carriers and regulatory bodies as needed to comply with 10DLC messaging standards and requirements.

## Data Retention

We retain your personal information only as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law. We will retain your message content and related data for auditing and compliance purposes as required by 10DLC regulations.

## Your Rights and Choices

You have certain rights regarding your personal information, including:

- **Opt-Out:** You can opt out of receiving 10DLC messages at any time by replying "STOP" to any message you receive from us. This will stop all future communications via 10DLC.
- **Access and Correction:** You may request access to the personal information we hold about you and request corrections if necessary.
- **Data Deletion:** You may request that we delete your personal information, subject to legal and regulatory requirements.

## Data Security

We take reasonable steps to protect the security of your personal information, including encryption, access controls, and other security protocols. However, no method of transmission over the Internet or mobile networks is completely secure, and we cannot guarantee absolute security.

## Children's Privacy

Our Service is not intended for use by individuals under the age of 13. We do not knowingly collect personal information from children under 13. If you are a parent or guardian and believe

we have collected personal information from your child, please contact us, and we will promptly address the issue.

## **Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. If we make any material changes, we will notify you by posting the revised policy on our website or through our messaging service.

## **Contact Us**

If you have any questions about this Privacy Policy or how we handle your personal information, please contact us at:

The Accessory Shop, LLC  
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734-728-1110