

SMS Marketing Consent & Privacy Policy

Last Updated: June 8, 2026

Purpose

This SMS Marketing Consent & Privacy Policy explains how Bruno Pitton, UC Cooperative Extension ("we," "us," or "our") collects, uses, and protects your personal information when you opt-in to receive marketing text messages from us.

Consent to Receive SMS Messages

By providing your mobile phone number and opting-in to our SMS marketing program, you expressly consent to receive recurring marketing text messages from Bruno Pitton at the mobile number you provided. These messages may include:

- Training course announcements and updates
- Special events notifications
- Other marketing communications

You are not required to consent to receive SMS messages. However, if you do not use email and you do not consent to SMS messages, we will not be able to inform you about upcoming training opportunities.

Message Frequency

Message frequency varies. You may receive approximately 5 messages per month, though actual frequency may vary based on your interactions with us and current training course offerings.

Message and Data Rates

Standard message and data rates may apply based on your mobile carrier's plan. Please consult with your mobile carrier regarding their messaging and data rates. We are not responsible for any charges incurred from your mobile carrier.

Information We Collect

When you opt-in to our SMS marketing program, we may collect:

- Your mobile phone number
- Your name (if provided)
- The date and time of your opt-in

- Your message interactions and engagement data
- Information about your mobile carrier
- Any additional information you voluntarily provide through SMS interactions

How We Use Your Information

We use the information collected through our SMS marketing program to:

- Send you messages about training opportunities you've consented to receive
- Track message delivery and engagement
- Comply with legal and regulatory requirements
- Process opt-out requests

Information Sharing

We do not sell, rent, or share your mobile phone number or personal information with third parties for their own marketing purposes. We may share your information with:

- **Service Providers:** Third-party SMS platform providers and vendors who help us deliver text messages and manage our SMS program
- **Legal Requirements:** Government authorities or other parties when required by law or to protect our legal rights

All third-party service providers are required to maintain the confidentiality and security of your information.

Data Security

We implement reasonable administrative, technical, and physical security measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over mobile networks is 100% secure.

Your Rights and Choices

Opt-Out / Unsubscribe

You may opt-out of receiving SMS marketing messages at any time by:

- Texting **STOP, END, CANCEL, UNSUBSCRIBE, or QUIT** to any message you receive from us
- Contacting us at bjpitt@ucanr.edu

After you opt-out, you will receive one final confirmation message. You may continue to receive non-marketing messages related to training courses you have signed up for.

Help

For assistance, text **HELP** to any message you receive from us, or contact us at:

- Email: bjpitton@ucanr.edu
- Phone: (530) 889-7385
- Address: 2855 2nd St., Auburn, CA

Data Retention

We retain your mobile phone number and consent records for as long as you remain opted-in to our SMS program, plus an additional 5 years after opt-out to honor your preferences and comply with legal requirements.

Children's Privacy

Our SMS marketing program is not directed to individuals under the age of 13 (or 16 in certain jurisdictions). We do not knowingly collect personal information from children. If you believe a child has provided us with their mobile number, please contact us immediately.

Changes to This Policy

We may update this SMS Marketing Consent & Privacy Policy from time to time. If we make material changes, we will notify you by text message or through other reasonable means. Your continued participation in our SMS program after changes are posted constitutes your acceptance of the updated policy.

Supported Carriers

Our SMS program is supported by major carriers including AT&T, T-Mobile, Verizon, Sprint, and others. Check with your carrier for compatibility.

Contact Information

If you have questions about this SMS Marketing Consent & Privacy Policy or our privacy practices, please contact us:

Bruno Pitton, UC Cooperative Extension

Email: bjpitton@ucanr.edu

Phone: (530) 889-7385

Address: 2855 2nd St., Auburn, CA 95603

Legal Compliance

This SMS marketing program complies with the Telephone Consumer Protection Act (TCPA), the CAN-SPAM Act, and other applicable laws and regulations.

By opting-in to receive SMS messages from Bruno Pitton, you acknowledge that you have read, understood, and agree to this SMS Marketing Consent & Privacy Policy.