

# The Clariden School SMS Messaging and Data Privacy Policy

*Last update: 1/24/25*

## Overview

The Clariden School (TCS) privacy statement recognizes the value of privacy of the community members and its visitors.

We have prepared this Privacy Policy to describe to you what data we collect, why we do so, and what we do with it. It applies to the personal information we collect from users of our website located at [www.claridenschool.org](http://www.claridenschool.org), SMS text messaging service, FACTS Family Portal (FACTS), and online services available herein.

TCS will not knowingly contact or collect personal information from children under 13. If you believe we have inadvertently collected such information, please contact us so we can promptly obtain parental consent or remove the information.

TCS complies with the Telephone Consumer Protection Act ("TCPA"), and other relevant laws and regulations.

If you have any questions, concerns, or complaints about our Privacy Policy or our data collection or processing practices, or if you want to report any security violations to us, please contact us at the following address or phone number:

**The Clariden School**  
**100 Clariden Ranch Rd.**  
**Southlake, TX 76092**  
**682-237-0400**

## How We Collect Information

We collect personal information in the following circumstances:

- *Direct Collection*, when you provide information by responding to conversational text messages/website inquiries, communications with TCS employees.
- *From TCS sources*, when we import your contact information from other TCS systems and sources, such as the FACTS Family Portal and the TCS website.

## What Type of Information We Collect

### Direct Collection

We collect personal information from users or prospective families during their use of the website or communication with our employees. This includes:

- basic data passed during conversational text message transmission (including, but not limited to, message content, photos, files, and message count/volume).
- information entered in website forms or when creating or using accounts.
- mobile device information including mobile device identification, service provider, and location.
- payment information.
- information or feedback provided through e-mail, voice, letter, or online posting. We also collect data (including phone number, transmission, and message data) from general text messaging users who send messages to users of TCS (through our system, not personal cellphones of TCS employees, correct?). Yes!

We also collect information using technology. We gather:

- clicking, browsing, and using data/patterns (including, but not limited to, information gathered through "cookies" and "pixel tags" as well as information about your IP address, browser, internet service provider, pages, operating system, date/time stamps, and clickstream data).
- information about your mobile device, use of our app, or app performance, device status indicating whether a device is available for messaging, carrier (e.g. Verizon, AT&T, etc.), country associated with the phone, delivery status, and error codes indicating why a message was not delivered (e.g. number associated with a landline, unreachable device, etc.).
- information about how emails we have sent have been accessed. Third party advertisers or data analytics providers also gather similar information and/or match this information to that from other sources.

## **How This Information Is Used**

We use the personal information we collect to communicate with you regarding TCS operations and services, such as:

### **General Use**

In general, personal information you submit to us is used to provide services, for our direct marketing purposes, to respond to requests that you make, or to aid us in serving you better. We will also use the information to contact you via e-mail or phone call for:

- public health and safety, to ensure your well-being or the well-being of others on campus.
- promotional activities, to share opportunities that may be of interest, incentives, discounts, offerings, and events through a variety of TCS services
- updates, to keep you informed of important dates or activities specific to your relationship with TCS.
- phone number verification
- marketing purposes
- enrollment activities
- response to your request/inquiry

- encouraging or enabling your use of services including, but not limited to, specific features
- billing inquiries
- to address possible inappropriate use, or at TCS' discretion
- to provide users material updates related to services.

### **User Feedback**

At TCS, we value customer experiences. If you provide TCS with feedback, we may post it on TCS website or use it for marketing purposes. If TCS plans to use your full first and full last name along with the feedback, we will obtain your consent prior to posting. It is TCS' general practice to use first name and first initial of last name when citing sources.

### **Creation of Anonymous Data**

TCS may create anonymous data records from personal information by excluding information that makes the data personally identifiable to you. We reserve the right to use anonymous data for any purpose and disclose anonymous data to third parties in our sole discretion.

### **Disclosure of Personal Information**

TCS does not sell or rent your personal information. We require our service providers to keep your personal information secure, and do not allow them to use or share your personal information for any purpose other than providing services on our behalf.

Specifically, we share your information with the communications platform TCS uses for text messaging services.

### **Designated Third Parties**

- When you use TCS services, the personal information you provide will be shared with the third parties that you designate to receive it. We do not share, rent, or sell your information, your contact information, or any message content.

### **Third Party Service Providers**

Third-party service providers are required to not use your personal information other than to provide the services requested by our Company. TCS may share your personal information with third party service providers:

- to provide you with the Services that we offer you through our website, FACTS Family Portal, and text messaging services
- to enable message transmission
- to conduct quality assurance testing or audits
- for our own marketing purposes
- to facilitate enrollment and creation of accounts
- to provide technical support
- to facilitate data storage

- for billing
- to provide other services to TCS

### **Corporate Restructuring**

TCS may share some or all your personal information in connection with or during negotiation of any merger or change in ownership of all or a portion of our business or assets.

### **Marketing**

Personal information will not be used for third-party marketing purposes with the following exceptions:

- third party analytics companies or advertisers on our website may collect and use information via their own technical tools such as cookies. This policy does not apply to, and we are not responsible for, cookies used by analytics companies or in third party ads. We encourage you to check the privacy policies of advertisers and/or ad services to learn about their use of cookies and other technologies. If you would like more information about this practice and to know your choices about not having this information used by these companies, click here:  
<http://www.networkadvertising.org>.
- third parties may track, and record user clicking/browsing data as related to retargeting display adds.

### **Other Disclosures**

Regardless of any choices you make regarding your personal information, TCS may disclose your personal information if it believes in good faith that such disclosure is necessary:

- in connection with any legal investigation
- to comply with relevant laws or to respond to subpoenas or warrants served on TCS
- to protect or defend the rights, property, or safety of the school, members of the school community, and school guests.
- to investigate or assist in preventing any violation or potential violation of the law, this Privacy Policy, or our Terms of Use

## **What Choices You Can Make About Your Information**

### **SMS Messaging**

By providing your mobile phone number and opting in, you are expressly consenting to receive SMS messages for conversational purposes. These SMS messages may include, but are not limited to campus closures, changes to arrival or dismissal times, appointment reminders, enrollment information, responses to your inquiries, service updates, marketing purposes, promotional activities, and other communications relevant to your interactions with TCS.

Standard message and data rates may apply to SMS messages sent and received. You are solely responsible for any fees or charges incurred from your mobile carrier related to SMS

communication with TCS. Please verify with your Mobile Network Operator such as Verizon, AT&T, T-Mobile, etc. for data and messaging standard rates.

You can STOP messaging by sending STOP and get more help by sending HELP.

### **Changing Your Personal Information**

You may change certain elements of personal information in your FACTS Family Portal or via employee communication by logging in or contacting the school. You may request deletion of your personal information by TCS, and at our discretion, we may use commercially reasonable efforts to honor your request; but, please note that we may be required to keep such information and not delete it or retain information for a certain time, in which case we will comply with your deletion request only after we have fulfilled such requirements. When we delete any information, it will be deleted from the active database but may remain in our archives. TCS may retain your information for fraud prevention or similar purposes.

The accuracy of your contact information in FACTS is critical for the delivery of text messages. If you wish to update your contact information, click here [www.factsmgt.com](http://www.factsmgt.com).

### **Security of Your Personal Information**

The Clariden School recognizes the importance of maintaining the security of the information it collects and maintains, and we endeavor to protect information from unauthorized access and damage. TCS strives to ensure reasonable security measures are in place, including physical, administrative, and technical safeguards to protect your personal information.

### **Privacy Notice Changes**

This privacy notice may be updated from time to time. We will post the date our notice was last updated at the top of this privacy notice. Continued use of TCS services, FACTS, and text messaging services indicate your acknowledgement of such changes and agreement to be bound by the terms and conditions of such changes.