

SMS Privacy Policy

Overview

At Waypoint Services ("we," "us," "our"), we value your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you opt-in to receive SMS/text messages from us. As a program funded in part by the Violence Against Women Act (VAWA), the Victims of Crime Act (VOCA), and the Family Violence Prevention and Services Act (FVPSA), Waypoint Services is legally required to protect the confidentiality and privacy of the survivors we serve. This policy reflects those heightened obligations in addition to standard privacy practices.

Our Confidentiality Commitment to Survivors

Waypoint Services will not disclose, reveal, or release your personally identifying information without your informed, written, and reasonably time-limited consent — except when compelled by statute or court order. If disclosure is legally compelled, we will make reasonable efforts to notify you and will take steps to protect your privacy and safety. Declining to opt in to SMS/text messaging, or withdrawing consent at any time, will never affect your eligibility for any other Waypoint services.

Information We Collect

When you sign up for our SMS/texting services, we may collect the following information:

- Phone Number: Required to send you SMS/text messages.
- Name: Optional, but helps personalize our messages.
- Consent Records: To document your opt-in to our SMS/texting services.

We collect only the minimum information necessary to provide this service.

How We Use Your Information

We use the information we collect to:

- Send you alerts and other information via SMS/text messages.
- Respond to your inquiries and provide customer support.
- Monitor and analyze trends, usage, and activities related to our SMS/texting services.
- Improve our services and develop new features.

Sharing Your Information

We do not sell, trade, or otherwise transfer your personal information to third parties or affiliates for marketing purposes. We may only share your information with:

- Service Providers: Third-party vendors who assist us in operating our SMS/texting services and conducting our business. All such vendors are bound by written confidentiality agreements requiring them to protect survivor information consistently with our legal obligations under VAWA, VOCA, and FVPSA.
- Legal Compliance: Only when compelled by a valid statute or court order. In such cases, we will use all reasonable and legal means to resist disclosure, and if disclosure is ultimately required, we will make reasonable attempts to notify you beforehand and take steps to protect your privacy and safety.
- Business Transfers: In connection with a merger, sale of company assets, or other business transaction.

Your Choices

You may opt out of receiving SMS/text messages from us at any time by:

- Texting "STOP" to the number from which you received the message.
- Contact us at TextSupport@WaypointServices.org.

Your Safety Matters: Text messages remain stored on your device and in your wireless carrier's records. If someone else has access to your phone — including an abusive partner, family member, or roommate — they may be able to see messages from us. Please talk with your advocate about whether receiving texts is safe for you, and know that you can choose a different way to stay in touch at any time.

Data Security

We implement a variety of security measures to maintain the safety of your personal information. However, no method of transmission over the Internet or method of electronic storage is 100% secure. Security measures include restricting access to survivor information to authorized staff only, and using encrypted transmission where available through our SMS vendor.

Data Retention

We retain SMS consent records and message content only as long as necessary to provide services and meet legal requirements, and we securely delete this information when it is no longer needed.

Children's Privacy

Our SMS/texting services are not intended for individuals under the age of 13. We do not knowingly collect personal information from children under 13. If we become aware that we have collected information from a child under 13, we will take steps to delete such information. If Waypoint provides SMS-based services directly to a minor survivor as part of our victim services programs, additional safeguards and, where appropriate, guardian involvement will apply consistent with program policy and Iowa law.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on our website. You are advised to review this Privacy Policy periodically for any changes.

Contact Us

If you have any questions or concerns about this Privacy Policy or our practices, please contact us at:

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