



Policy: Short Message Service (SMS) Privacy Policy and Terms of Service

Effective Date: 1/1/2025

Background:

Velair is committed to protecting the privacy and accuracy of confidential information to the extent possible as outlined in subject to provisions of local, state and federal law.

Goals:

1. Delight residents and applicants by ensuring all applicable information is kept confidential.

Policy:

1. Velair Associates shall only use SMS for conversational, person-to-person incidental communications and not for marketing purposes or mass messaging campaigns.
2. For purposes of this policy, a "Customer" shall be defined as any non Velair associates that engage with Velair.
3. When Customers engage with Velair Associates via SMS, Velair Associates may collect the following personal information:
 - a. Customer name
 - b. Customer mobile phone number
 - c. Any information Customers voluntarily provide in your SMS conversations
4. Velair Associates use the information collected via SMS for the following purposes:
 - a. To respond to inquiries and provide support
 - b. To facilitate business communications and service-related updates
 - c. To verify Customer identities when necessary
5. We do not sell, trade, or rent Customer's personal information. Customer information may only be shared:
 - a. With internal employees or representatives who need access to provide support
 - b. With service providers assisting in delivering our SMS communications (e.g., mobile network carriers)
 - c. When required by law, legal processes, or regulatory authorities

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6. SMS consent is used exclusively for communications with Velair associates. **SMS consent is not shared with third parties for marketing purposes.**
7. Velair implements reasonable technical and organizational measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction.
8. Those who receive messages from Velair Associates have the right to:
 - a. Opt out of SMS communications at any time by replying **STOP** to any message
 - b. Request access to or deletion of your personal information by contacting us
9. We may update this SMS Privacy Policy periodically. Any changes will be posted on our website with an updated effective date.

SMS Terms of Service:

1. *By opting into SMS from a web form or other medium, you are agreeing to receive SMS messages from Velair. This includes SMS messages for appointment scheduling, appointment reminders, post-visit instructions, and billing notifications. Message frequency varies. Message and data rates may apply. See privacy policy above Message HELP for help. Reply STOP to any message to opt out.*
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