



Goodwill Industries
of Greater Grand Rapids



Goodwill
of Greater Grand Rapids

SMS Privacy Policy



1.0 Purpose

The purpose of the SMS Privacy Policy is to outline the enrollment, management and configuration of SMS communications to individuals who have elected to enroll in optional messaging from Goodwill of Greater Grand Rapids. Additionally, the policy provides guidance on the information used by the messaging services and content.

2.0 Scope

This policy applies to any individuals that elect to enroll in optional messaging from Goodwill of Greater Grand Rapids systems or services. Goodwill of Greater Grand Rapids is committed to protecting the privacy of our employees, program participants, and customers. This policy outlines how we collect, use, disclose, and safeguard your personal information when you receive text messages from us. By subscribing to our text messaging service, you consent to the practices described in this policy.

3.0 Policy

Information Collected: We may collect the following types of information when you subscribe to our text messaging service:

Phone Number: We collect your mobile phone number to send you text messages.

Message Content: We collect the content of the messages you send and receive from us.

Opt-In/Out Information: If you opt to receive text messages from us, we will store your consent information.

Use of Your Information: We use the information provided to:

- Send you text messages related to Goodwill of Greater Grand Rapids' products, services, promotions and updates.
- Communicate with you for customer service and support.
- Improve our services and communications.
- Ensure compliance with applicable laws and regulations.

Sharing Your Information: We do not share your personal information with third parties, except in the following circumstances:

- When required by law, such as responding to a legal request, court order, or government agency request.
 - For services provided by trusted third-party vendors who adhere to our privacy standards.
 - No mobile information will be shared with third-parties or affiliates for marketing/promotional purposes.
- All the above categories exclude text messaging originator opt-in and consent; this information will not be shared with any third parties.



Data Security

Goodwill of Greater Grand Rapids' implements reasonable and appropriate security measures to protect personal information from unauthorized access, disclosure, alteration or destruction.

Opt-In Enrollment

Enrollment into messaging services from Goodwill of Greater Grand Rapids is optional and at the discretion of the individual. Information provided to Goodwill is used for direct contact.

Opt-in message: Thank you for opting into SMS messaging from Goodwill of Greater Grand Rapids. To opt out, text STOP. For assistance, text HELP or visit <https://www.goodwillgr.org>. Message & data rates may apply. Messaging frequency may vary.

Opt-out message: Thank you for opting out of SMS messages from Goodwill of Greater Grand Rapids. You will no longer receive any further SMS communication. To opt back in at any time reply START.

Help message: Thank you for contacting Goodwill of Greater Grand Rapids. You can find help online help at <https://www.goodwillgr.org>.

Changes to the Policy

Goodwill of Greater Grand Rapids reserves the right to update or change this policy. We will notify you of any changes to this policy via text message, email or by posting a notice on our website.

4.0 Contact

Please review this policy periodically to stay informed about how we protect your information. Your continued use of our text messaging service constitutes acceptance of any changes or updates to this policy. If you have any questions, concerns or requests related to your personal information, please contact us at the information below:

This policy is current as of June 2025 and applies to all text messaging services provided by the Goodwill of Greater Grand Rapids. Any questions or further communication should be made to the Goodwill of Greater Grand Rapids, Information Technology Department RE: IT Dept. Cybersecurity, 3777 Sparks Drive SE Grand Rapids, MI 49546: or cybersecurity@goodwillgr.org ; (616) 327-3040 .