



Testing. Ownership. Integrity.

WESTPAK SMS Messaging Privacy Policy

Effective Date: April 28, 2025

WESTPAK is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you opt-in to receive SMS communications from us as part of our customer relationship management (CRM) initiatives.

INFORMATION WE COLLECT

When you opt-in to receive SMS messages from WESTPAK, we may collect the following information:

- Your mobile phone number
- Your name, email address, and company affiliation
- Consent status and message interaction history (e.g., delivery, open, reply)

We do not collect sensitive personal information through our SMS platform. Please do not provide any sensitive personal information in your SMS communications.

USE OF INFORMATION

The information we collect is used solely for the purpose of:

- Sending transaction, promotional or service-related SMS messages
- Responding to your inquiries or customer service requests
- Improving our SMS messaging services and customer interactions

CONSENT AND OPT-OUT

By providing your phone number and opting in, you consent to receive SMS messages from WESTPAK. Message frequency may vary.

You can opt-out of SMS messages at any time by replying with:

- STOP to unsubscribe
- Or for any questions, HELP for assistance

After opting out, you will no longer receive messages unless you re-subscribe.

DATA SHARING

WESTPAK does not sell, rent, or trade your personal information. We may share data with trusted service providers who assist in delivering SMS services, strictly for operational purposes and under confidentiality agreements.

We may also disclose your information if required by law, regulation, or legal process such as a court order.

DATA SECURITY

We implement appropriate technical and organizational measures to protect the information you provide through our SMS system. However, no data transmission or storage system is 100% secure, so please do not provide any sensitive information in your SMS messages.

DATA RETENTION

We retain your SMS interaction data only as long as necessary for the purposes described in this policy or as required by law.

CHILDREN'S PRIVACY

WESTPAK'S SMS services are not intended for children under 18. We do not knowingly collect information from individuals under 18 years of age.

CHANGES TO THIS POLICY

WESTPAK may update this Privacy Policy from time to time, without notice.

CONTACT US

If you have any questions or concerns about this Privacy Policy or your information, you may contact us at: (800) 830-8021