

# BridgePrep Academy

## **Privacy Policy for Messaging Communications**

BridgePrep Academy (“we,” “our,” or “the School”) is committed to protecting the privacy of our students, families, and prospective applicants. This Privacy Policy explains how we collect, use, and protect your personal information when sending text messages through our communications provider, TrueDialog (the “Messaging Service”).

## **Information We Collect**

Through your use of the Messaging Service, we will receive Personal Information through TrueDialog. To facilitate school-related messaging, we may collect and store the following information:

- Full name of parent/guardian and student
- Phone number(s) provided through enrollment or application forms
- Student status (e.g., applicant, enrolled, grade level, school site)
- Contact preferences

## **Use of Collected Information**

We use Personal Information to deliver, analyze, maintain, and support the Messaging Service. We may also use Personal Information to enhance the Messaging Service features and customize and personalize your experiences on the Messaging Service.

## **Use of Messaging Services**

We use messaging services such as TrueDialog to communicate important school information, including:

- Application and enrollment updates
- Emergency alerts and weather-related closures
- School events, deadlines, and reminders
- Other communications related to academic or administrative matters

Messages may be sent to both currently enrolled families and those who have submitted an application.

## **Consent to Receive Messages**

By enrolling in our school or submitting an application, you consent to receive SMS or text messages from us. Message frequency may vary. Standard message and data rates may apply.

For help, please reply **HELP**.

You may opt out at any time by replying **STOP** to any message.

### **Data Security**

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

We implement reasonable and appropriate safeguards to protect the confidentiality and integrity of your personal information. However, no system is completely secure, and we cannot guarantee the absolute security of your data during transmission or storage which are not under our control (such as your carrier network). By using the Messaging Service, you agree that BridgePrep is not liable for any unintentional disclosure.

### **No Marketing Use or Sale of Data**

Your contact information will **not** be sold, rented, or shared with third parties for marketing or promotional purposes. Messaging is used exclusively for school-related communications.

### **Policy Updates**

This Privacy Policy may be updated periodically at our sole discretion at any time without prior notice. Any material changes will be posted to our website and, when appropriate, sent directly to families. This Policy, and any changes, are effective as soon as posted and supersede any prior Policies. Your continued use of the Messaging Service following the posting of any changes to the Policy constitutes your full acceptance of those changes.

### **Contact Us**

If you have any questions or concerns about this policy, please fill this form: [Contact Us - Privacy Policy Form](#)