

# Marenco Insurance Agency, Inc

## SMS Privacy Policy

Version 1.1 Effective Date: 5/7/2025

Marenco Insurance Agency, Inc is dedicated to protecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal information when you participate in our SMS campaign. By opting into our SMS campaign, you agree to the terms outlined in this policy.

### 1. Introduction

Marenco Insurance Agency, Inc values your privacy and is committed to protecting your personal information. This Privacy Policy outlines the practices related to the collection, use, storage, and security of personal information for our SMS campaign.

### 2. Data Collection

We collect the following personal information when you opt into our SMS campaign:

- Phone Number: Required for sending messages.
- Name: Optional, helps us personalize your experience.
- Preferences: Optional, used to tailor the content of our messages to your interests.

### 3. Purpose of Data Collection

We collect your personal information to:

- Provide the Service: Send you promotional messages, updates, and notifications about Marenco Insurance Agency, Inc.
- Improve the Service: Enhance our SMS campaign based on your feedback and preferences.
- Respond to Inquiries: Address any questions or concerns you might have.

### 4. Data Usage

Your personal information is used solely for the purposes outlined above. We may share your information with trusted third-party service providers who assist us in delivering the

SMS campaign. These providers are required to protect your information and use it only for the specified purposes.

SMS Consent and Phone number will never be shared or sold to any third party or affiliates for marketing purposes.

## **5. Data Storage and Security**

We store your personal information securely and implement reasonable physical, administrative, and technical security measures to protect it against unauthorized access, loss, or misuse. Regular security audits are conducted to ensure these measures are effective.

## **6. User Rights**

You have the following rights regarding your personal information: Access: You can request access to the personal information we hold about you. Correction: You can request corrections to any inaccurate or incomplete information. Deletion: You can request the deletion of your personal information.

## **7. Opt-In Information**

To participate in our SMS campaign, you need to provide explicit consent. You can opt-in by:

- Entering your phone number on our website.
- Clicking a button on a mobile webpage.
- Sending a keyword from your mobile device.
- Signing up at a point-of-sale location.
- Opting-in over the phone using interactive voice response (IVR) technology.
- We document your opt-in consent by retaining the timestamp of consent, the medium of consent acquisition, and the specific campaign details.

## **8. Opt-Out Information**

You can opt-out of our SMS campaign at any time. To opt-out, text "STOP". Upon opting out, you will receive a final confirmation message, and no further messages will be sent to you. You can also opt-out by calling us or emailing our customer service.

## **9. Contact Information**

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

Email: [service@marencoinsurance.com](mailto:service@marencoinsurance.com)

Phone: 914-235-3144

Mailing Address: 2525 Palmer Ave, Suite 1, New Rochelle, NY 10801

## **10. Updates to This Policy**

We may update this Privacy Policy from time to time. The date of the last update will be posted at the top of this Policy. Your continued use of our SMS service following the posting of any changes to this Policy constitutes your acceptance of those changes.