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## 10DLC Compliance, Prior Texting Opt-In, and Privacy Statement

**Effective Date:** [Insert Date]

At **Joseph J Bologna & Co, Inc.** (“we,” “us,” or “our”), we are committed to complying with all applicable regulations regarding SMS and texting communication. This document outlines our compliance with 10DLC, prior opt-in requirements, and how we protect your privacy when you interact with us via SMS.

### 1. What is 10DLC?

10DLC (10-Digit Long Code) is a messaging service regulation in the United States for sending business-to-consumer (B2C) text messages using standard phone numbers. To remain compliant with 10DLC, we must follow strict guidelines regarding consent and message transparency.

### 2. Texting Consent and Opt-In Process

**Joseph J Bologna & Co, Inc.** will only send SMS/text messages to individuals who have explicitly opted in to receive communications from us. Our opt-in process includes:

- **Explicit Consent:** Before receiving any text messages, you must provide explicit consent. This may occur through:
  - Online sign-up forms where you check a box agreeing to receive messages.
  - Texting a keyword (e.g., “JOIN”) to our number, signifying your agreement to receive messages.
  - Completing a purchase where you give permission to receive order updates or promotional messages.
- **Confirmation of Consent:** After opting in, you will receive a confirmation message verifying your subscription to our SMS service. This message will also include details about the nature of the messages and frequency.
- **Message Frequency:** The number of messages you can expect to receive will be stated at the time of opt-in. For example, you may receive periodic updates on promotions, services, or transactional information (e.g., order confirmations).

### 3. Opt-Out Mechanism

You may opt-out of receiving text messages from us at any time. To stop receiving SMS communications:

- **Reply with "STOP":** Text "STOP" to our number, and we will immediately cease sending further messages.
- You may also contact our support team at [Insert Support Email or Phone Number] to request removal from our SMS list.

Upon opting out, you will receive a confirmation message stating that your subscription has been canceled, and no further messages will be sent.

#### **4. Data Collection and Use**

When you opt-in to receive SMS/text messages from **Joseph J Bologna & Co, Inc.**, we may collect the following information:

- **Phone number:** to deliver the messages.
- **Message history:** including the content of messages sent and received.
- **Consent records:** documenting your opt-in, opt-out, and interactions with our text messaging system.

We use this data to:

- Send you messages you've opted into.
- Provide customer support if needed.
- Ensure compliance with legal obligations.

We do not share or sell your personal information, including your phone number, with third parties for marketing purposes.

#### **5. Data Retention**

We retain your SMS consent records, phone number, and message history for the minimum period required for legal or business purposes. If you opt-out of receiving messages, your opt-out request will be retained to ensure no further messages are sent.

#### **6. Data Security**

We employ reasonable security measures to protect the personal information you provide to us through SMS/texting, including:

- Encryption of data during transmission and storage.
- Regular audits of our systems for vulnerabilities.

While we strive to protect your personal data, please be aware that no transmission of information over the internet or via SMS is 100% secure.

#### **7. Third-Party Service Providers**

Text messaging opt-in data and consent information will NOT be shared with any third parties for any purpose.

#### **8. Children's Privacy**

Our SMS services are not intended for individuals under the age of 18. We do not knowingly collect personal information from children. If you believe your child has subscribed to our SMS services, please contact us, and we will promptly remove their information.

## **9. Changes to This Policy**

We may update this Privacy Statement and our 10DLC compliance practices from time to time. Any changes will be reflected on this page, and we encourage you to review it periodically. The effective date of the latest version will be noted at the top of the page.

## **10. Contact Us**

If you have any questions or concerns about this 10DLC compliance policy or our privacy practices, please contact us at:

**Joseph J Bologna & Co, Inc.**  
1324 Hempstead Tpke  
Elmont, NY 11003  
516-437-2150

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