

# **Privacy Policy for Donor Communication Services**

At the Rock River Valley Blood Center, we value your privacy and are committed to protecting our personal information. This Privacy Policy explains how we collect, use, and share information provided by donors who engage in our communication services, including SMS messaging.

## **1. Information We Collect**

We may collect the following types of information when you opt-in to receive text messages:

- Name
- Contact information (e.g., phone number, email)
- Donation history and appointment details

## **2. How We Use Your Information**

We use your information to communicate with you about:

- Appointment reminders and confirmations
- Blood donation eligibility and updates
- Event invitations or blood drives in your area
- Special promotions or thank-you messages. We will never share your information with third parties for marketing purposes without your explicit consent.

## **3. Data Security**

We implement appropriate technical and organizational measures to protect your data against unauthorized access, alteration, or disclosure.

## **4. Your Choices**

You can opt out of receiving SMS messages at any time by texting “STOP”. If you have questions or concerns about your data, please contact our Donor Support team at 815-965-8751.

For more detailed information, please review our full Privacy Policy.

## **5. Changes to This Policy**

We may update this policy periodically to reflect changes in our practices or for other operational, legal, or regulatory reasons.

Effective Date: 10/21/2024