

THON at The Pennsylvania State University

SMS Messaging Privacy Policy

THON at Penn State may use SMS (text messaging) to communicate important information to fundraisers and donors related to participation, fundraising activities and solicitations, program and event announcements, important deadlines, and other engagement-related updates.

Use of SMS Communications

We use SMS messages to provide:

- Event reminders and updates related to THON and Four Diamonds activities
- Fundraising solicitations, deadlines, and important announcements
- Volunteer and participant communications
- Program-related updates and engagement opportunities

Message frequency may vary depending on your involvement and activity.

Consent and Opt-Out

You may opt out of receiving SMS messages at any time. To stop receiving messages, reply **“STOP”** to any message.

After you send the SMS message “STOP,” you will receive a confirmation message acknowledging your opt-out. After this, you will no longer receive SMS messages from us.

If you wish to re-enroll, you may sign up again at any time through the appropriate registration or opt-in process.

If you need assistance, reply **“HELP”** or contact us directly at: director@thon.org.

Message and Data Rates

Message and data rates may apply for any SMS messages sent or received. Message frequency will vary. Please contact your wireless provider for information regarding your text or data plan.

Wireless carriers are not liable for delayed or undelivered messages.

Data Collection and Use

We may collect personal information when you opt in to receive SMS communications, which may include:

- Your name, mobile phone number, email, and mailing address
- Affiliation with Penn State, THON and Four Diamonds (e.g., student, volunteer, donor, participant)
- Participation details related to THON activities
- Messaging preferences and communication history

This information is used to:

- Deliver relevant and timely SMS communications
- Improve engagement and participant experience
- Support operational and programmatic needs
- Other legitimate business purposes as outlined in the Penn State Privacy Policy, AD53

We retain information that we collect only as long as necessary to fulfill the purposes outlined above or to comply with Penn State policy and applicable law.

Information Sharing

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

We may share your information, including your SMS opt-in or consent status, with trusted service providers that assist us in delivering SMS communications or otherwise provide services to Penn State, including but not limited to:

- Messaging platform providers
- Telecommunications carriers
- Technology vendors supporting communication services

All such providers are required to protect your information and use it only for the purpose of delivering these services.

Nonetheless, we may disclose information as necessary to satisfy any law, regulation, or in response to a legal request, to avoid liability, or to protect our rights or property.

Security

We take reasonable administrative, technical, and physical measures to protect your personal information from unauthorized access, disclosure, or misuse. No communication method is completely secure, however, and we encourage caution when sharing sensitive information via SMS.

Additional Privacy Information

For more details about how Penn State manages personal information, please review the [Penn State Privacy Policy](#).

Contact Us

If you have questions about this policy or our SMS communications, please contact:
director@thon.org.