

## City of Diamondhead Text Policy

The City of Diamondhead recognizes that the privacy of your personal information is important. The purpose of this policy is to let you know how Diamondhead handles the information collected with the use of text messaging.

### YOUR PERSONAL INFORMATION

You do not have to provide Diamondhead with any personal information if you do not want to; however, you may find by limiting your personal information that you will not have the ability to request certain services or information. Diamondhead does not sell or provide information collected through the use of text messaging. The information included in the text alert system is confidential and is not a public record in Mississippi.

Diamondhead may use your personal information for several purposes, such as:

- To administer surveys;
- To provide you with information that Diamondhead believes may be useful to you, such as information about storm or emergency related issues;
- To perform analytics and to improve Diamondhead's website, social media, text messaging system, and advertising;
- To protect someone's health, safety, or welfare;
- To protect Diamondhead's rights, the rights of affiliates or related third parties, or take appropriate legal action, such as to enforce the terms of use;
- To keep a record of Diamondhead's communications; and
- As otherwise necessary or useful for Diamondhead to conduct our business, so long as such use is permitted by law.

Diamondhead may use personal information to contact you through any contact information you provide, including any email address, telephone number, cell phone number, or text message number.

### SHARING PERSONAL INFORMATION

Diamondhead will only share your personal information with third parties as outlined in this policy and as otherwise permitted by law.

Diamondhead may share personal information in response to a court order, subpoena, search warrant, law, or regulation. Diamondhead may cooperate with law enforcement authorities in investigating and prosecuting illegal activities, violations of our rules, or activities that may be harmful to other visitors.

## INFORMATION SECURITY

Diamondhead maintains reasonable administrative, technical, and physical safeguards designed to protect the information that you provide. However, no security system is impenetrable and Diamondhead cannot guarantee the security of the text messaging system. Diamondhead will not be held liable for the illegal acts of third parties such as criminal hackers.

## OUR COMMUNICATION PRACTICES

Diamondhead may send electronic newsletters and other communications, such as marketing communications, periodically to various individuals and organizations. Diamondhead may also send communications regarding topics such as website updates, storm warnings, and road closures. Diamondhead offers you appropriate consent mechanisms, such as opt-out, for marketing and certain other communications.

## INFORMATION FOR CHILDREN UNDER 13

Diamondhead will not intentionally collect any personal information from children under the age of 13 without receiving parental consent. If you think Diamondhead has collected personal information from a child under the age of 13, please contact us.

## CHANGES TO THE TEXT PRIVACY POLICY

Diamondhead reserves the right to change this policy at any time. The change will appear by notice via the text messaging system, as well as Diamondhead's website, and in other appropriate locations, based on the scope and extent of changes.