

SMS Privacy Policy

Nature Guard Pest & Lawn

Effective Date: 9-1-2026

Nature Guard Pest & Lawn is committed to protecting your privacy. This SMS Privacy Policy explains how we collect, use, and safeguard your information when you opt in to receive SMS communications.

1. Information We Collect

When you opt in to SMS communications, we may collect:

- Your mobile phone number
- Your name and contact details (if provided)
- Message interaction data (including responses and engagement)
- Service and account-related information

2. How We Use Your Information

We use your information to:

- Send proposals and related communications via text
- Provide appointment reminders and service updates
- Respond to inquiries and customer service requests
- Deliver relevant offers and service recommendations
- Improve our services and communication processes

3. Information Sharing

We do not sell, rent, or share your mobile phone number with third parties for their marketing purposes.

We may share your information with trusted third-party service providers solely to:

- Facilitate SMS delivery
- Support business operations (e.g., CRM, scheduling, communication platforms)

All such providers are required to maintain the confidentiality and security of your information.

4. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your information from unauthorized access, use, or disclosure.

5. Data Retention

We retain your information only as long as necessary to fulfill the purposes outlined in this policy and to comply with applicable legal obligations.

6. Your Choices

You may:

- Opt out of SMS communications at any time by replying **STOP**
- Request assistance by replying **HELP**
- Contact us directly to update or request deletion of your information

7. Compliance

Nature Guard Pest & Lawn complies with applicable laws and regulations, including the Telephone Consumer Protection Act (TCPA) and CTIA guidelines.

8. Updates to This Policy

We may update this SMS Privacy Policy from time to time. Any changes will be posted with an updated effective date.