



## TOWN OF YADKINVILLE PRIVACY POLICY

This Privacy Policy describes how we collect, use, and protect your information when you visit our website or engage with our services.

### 1. Information We Collect Through Our Website:

- **Media:** If you upload images, avoid including embedded location data (EXIF GPS), as visitors can extract that information.
- **Cookies:**
  - Saving your name, email, and website when leaving comments (for your convenience).
  - Session cookies for logged-in users, screen preferences, and publishing articles.
- **Embedded Content:** Articles may include videos or media from other sites. Embedded content behaves just as if you visited the source site and may collect your data or track your interaction.

From SMS Signups:

- **Phone Number**
- **Timestamp of Consent**
- **SMS Interactions** (such as replies or opt-out actions)

### 2. How We Use Your Information

- To provide and improve our services, including user experience, personalization, and website security.

- To send updates and reminders via SMS, if you opt in.
- To reply to reported issues.
- To analyze site traffic and improve our services through third-party analytics.

### 3. SMS Messaging and Compliance

If you opt in to receive SMS/text messages from us:

- **Message Frequency:** Varies
- **Message & Data Rates May Apply**, depending on your mobile carrier.
- **Opt-Out Anytime:** Reply **STOP** to unsubscribe.
- **Help:** Reply **HELP** for assistance.
- **Consent Is Not a Condition of Purchase.**

We do **not sell or share** your phone number with third parties for marketing. We may use vendors who help us deliver and analyze SMS communications.

- **Data Sharing & Retention**
  - Comments and their metadata are stored indefinitely to recognize and auto-approve future comments.
  - Registered users (if applicable) can view, edit, or delete their information at any time.
  - We may share data with trusted vendors, anti-spam services, or analytics providers.

### 4. Data Security

We implement industry-standard security practices to safeguard your data. We also maintain procedures for data breach response and secure transmission of SMS data.

### 5. Third-Party Services & Data Sources

We may receive or send data to services like analytics platforms, embedded media providers, anti-spam services, and SMS gateways to ensure a functional, safe user experience.

## 6. Changes to This Policy

We may update this policy to reflect legal or operational changes. Continued use of our site or SMS services after changes indicates your acceptance of those updates.

7. Contact Us at 336-679-8732 for any questions.