

# APEX - Privacy Policy

Apex EMS Education ("we," "us," or "our") is committed to protecting the privacy of individuals who participate in our SMS messaging program. This Privacy Policy explains how we collect, use, store, and protect your personal information in connection with our text messaging communications.

## 1. Information We Collect

When you opt in to receive SMS messages from Apex EMS Education, we collect the following information:

- Mobile phone number provided at enrollment or registration
- Opt-in consent record, including date, time, and method of consent
- Message delivery and interaction data (e.g., delivery status, opt-out requests)
- Name and role (student or staff/instructor) as associated with your enrollment or employment record

## 2. How We Use Your Information

We use the information collected solely for the following purposes:

- To deliver SMS notifications related to your enrollment or employment with Apex EMS Education
- To maintain accurate opt-in and opt-out records as required by federal and carrier regulations (10DLC compliance)
- To respond to HELP and STOP requests submitted via SMS
- To improve the relevance and timing of our communications

We do not use your mobile phone number for marketing purposes unrelated to your enrollment or employment. We do not sell, rent, lease, or share your mobile phone number with third parties for their own marketing use.

## 3. No Sharing with Third Parties for Marketing

Apex EMS Education will not share, sell, rent, or trade your mobile phone number or any personal information collected through this SMS program with third parties for marketing or promotional purposes. This commitment is unconditional and applies regardless of any other data-sharing arrangements we may have.

## 4. Data Sharing for Operational Purposes

We may share your mobile number and related opt-in data with the following categories of third parties solely to operate and support the SMS program:

- SMS platform providers and telecommunications carriers necessary to transmit messages
- The Campaign Registry (TCR) and other 10DLC registration bodies as required for compliance
- Legal or regulatory authorities if required by law or court order

Any third parties we engage for these purposes are bound by confidentiality obligations and are prohibited from using your data for any purpose beyond what is necessary to support our messaging program.

## 5. Data Retention

We retain opt-in consent records and messaging logs for a minimum of four (4) years, or as otherwise required by applicable law or carrier requirements, to demonstrate compliance with 10DLC regulations and TCPA obligations. If you opt out, your number will be added to our suppression list and no further messages will be sent, but the opt-out record itself will be retained for compliance purposes.

## 6. Your Rights and Choices

You have the following rights regarding your information collected through our SMS program:

- Opt Out: Reply STOP to any message at any time to stop receiving SMS communications.
- Access: You may request a copy of the consent and messaging records associated with your phone number.
- Correction: You may request corrections to inaccurate information we hold about you.
- Deletion: Subject to our legal retention obligations, you may request deletion of your personal data from our SMS program records.

To exercise any of these rights, please contact us using the information provided in Section 10 of this policy.

## 7. Security

Apex EMS Education implements reasonable administrative, technical, and physical safeguards to protect the personal information collected through our SMS program from unauthorized access, disclosure, alteration, or destruction. However, no data transmission or storage system is completely secure, and we cannot guarantee absolute security.

## 8. Children's Privacy

Our SMS program is directed to adults who are enrolled students or employed staff at Apex EMS Education. We do not knowingly collect personal information from individuals under the age of 18. If you believe a minor has provided us with their mobile phone number, please contact us immediately and we will take steps to remove that information.

## 9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. When we make material changes, we will notify you via SMS or through our official website. The updated policy will include a revised Effective Date at the top of this document. Your continued participation in our SMS program after the effective date constitutes acceptance of the updated policy.

## 10. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or the data we hold about you, please contact us at:

**Apex EMS Education**  
**info@apexemsed.com**  
**(434)291-7392**

You may also reply HELP to any SMS message you receive from us to request support.