

Privacy Policy

New Hope School values the privacy of your communication and is committed to safeguarding your SMS contact and content data. We do not sell or share SMS contact or content data with third parties.

Types of Data Collected

When you communicate with New Hope School via SMS, we may collect information such as:

- Your phone number
- The content of your messages
- Responding to your inquiries
- Providing customer support

This information is used solely for the following purposes:

We will not use your SMS data for any other purpose without your written consent.

Protection of SMS Data

New Hope School employs industry-standard security measures to protect SMS data from unauthorized access, disclosure, alteration, or destruction. We are dedicated to ensuring the confidentiality and integrity of your SMS communications.

Disclosure of SMS Data

New Hope Scho does not disclose SMS contact or content data to third parties unless:

- Required by law
- Necessary to protect the rights, property, or safety of New Hope Scho, its users, or others
- Your Rights

User rights/You have the right to:

Access, correct, or delete your SMS contact or content data, except where retention is required by law. For assistance or to exercise your rights, please contact us at New Hope School

Retention policy

We will only retain your personal data for as long as necessary to fulfill the purposes we collected it for, including the purposes of satisfying any legal, accounting, or reporting requirements. When deciding what the correct time is to keep the data we look at its amount, nature and sensitivity, potential risk of harm from unauthorized use or disclosure, the processing purposes, if these can be achieved by other means, and legal requirements.

For tax purposes, the law requires us to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they stop being customers.

In some circumstances, we may anonymize your personal data for research or statistical purposes in which case we may use this

information indefinitely without further notice to you.

Changes to this SMS Privacy Policy

New Hope School reserves the right to update or modify this SMS Privacy Policy at any time. Changes will be effective immediately upon posting the revised policy on our website. We encourage you to review this policy periodically for updates.

Contact Us

If you have questions or concerns regarding this SMS Privacy Policy or our privacy practices, please contact us at (973) 473-4144 and/or office@newhopeschoolnj.com

SMS Terms and Conditions

By opting in to receive SMS messages, you agree to the following:

1. Consent for SMS Communication

Phone numbers obtained during the SMS consent process will not be shared with third parties for marketing purposes. This is to ensure that your information is used solely for communication purposes related to our services.

2. Types of SMS Communications

By opting in, you may receive SMS messages related to New Hope School about school activities, reminders, schedule changes, emergency alerts (such as weather-related closures), and other important school-related updates.

3. Message Frequency

Message frequency may vary depending on the type of communication.

4. Potential Fees for SMS Messaging

Standard message and data rates may apply, depending on your carrier's pricing plan. These fees may differ for domestic or international messages.

5. Opt-In Methods

Verbal consent may be obtained from parents/guardians to receive SMS messages as a method of communication. By providing consent, customers authorize the school to send important updates directly to their mobile devices, including (but not limited to) activity reminders, event notifications, schedule changes, support confirmations, emergency alerts, and follow-ups. Obtaining verbal consent ensures that parents/guardians are fully informed and agree to receive SMS communications in accordance with applicable communication and privacy regulations.

6. Opt-Out Instructions

You can opt out at any time by replying “STOP” to any SMS message. Alternatively, contact us directly at (973) 473-4144 and/or office@newhopeschoolnj.com

7. Help

If you are experiencing any issues, reply with the keyword “HELP” or contact us directly at (973) 473-4144 and/or office@newhopeschoolnj.com

8. Additional Options

If you do not wish to receive SMS messages, you can choose not to check the SMS consent box on our forms.

9. Standard Messaging Disclosures

- Message and data rates may apply.
- You can opt out at any time by texting “STOP.”
- For assistance, text “HELP” or visit our Privacy Policy <https://www.newhopeschoolnj.com/privacy-policy/>
- Message frequency may vary depending on service.