

Monticello Community School District SMS Privacy

Policy **Effective Date:** [07/01/2026]

Purpose

Monticello Community Schools; (“District,” “we,” “our,” or “us”) uses SMS text messaging to facilitate communication between District personnel and parents, guardians, students, employees, vendors, and community members regarding educational, operational, administrative, and customer-service matters.

This Privacy Policy describes how information related to SMS communications is collected, used, and protected.

Information We Collect

When communicating with the District by SMS, we may collect and maintain:

- Mobile telephone numbers
- Names and contact information provided by the recipient
- Records of SMS messages sent and received
- Communication preferences
- Information voluntarily provided during SMS conversations

How We Use Information

Information collected through SMS communications may be used to:

- Respond to inquiries and requests
- Facilitate communication between District personnel and parents, guardians, students, employees, vendors, and community members
- Provide information regarding attendance, scheduling, transportation, student services, health services, facilities, operations, and other District business •
- Maintain communication records as required by applicable policies and laws •
- Improve District communications and services

Mobile Information and Data Sharing

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes.

All categories above exclude text messaging originator opt-in data and consent;

this information will not be shared with any third parties.

The District may disclose information when required by law, court order, or other legal process, or as otherwise permitted by applicable law.

Message Frequency

Message frequency varies depending on the nature of the communication and the recipient's relationship with the District. SMS communications may occur in response to inquiries initiated by the recipient or as part of an existing relationship with the District.

Message and Data Rates

Message and data rates may apply. Any charges are determined by the recipient's wireless carrier and service plan.

Opting Out

Recipients may opt out of SMS communications at any time by replying STOP to any SMS message from the District.

Upon receipt of a STOP request, the District will make reasonable efforts to discontinue SMS communications to that number except where required for legal, safety, or operational purposes.

For assistance, recipients may reply HELP or contact the District using the information below.

Data Security

The District takes reasonable administrative, technical, and physical safeguards to protect information collected through SMS communications from unauthorized access, disclosure, alteration, or destruction.

Records Retention

SMS communications may be retained in accordance with District records retention schedules, public records requirements, applicable laws, and District policies.

Changes to This Policy

The District reserves the right to update this Privacy Policy at any time. Updates will be posted on the District's website with a revised effective date.

Contact Information

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Website: <http://www.monticello.k12.ia.us> Phone: 319-465-3000