

## **SMS Privacy Policy (10DLC Compliance) - Village of Antioch**

This SMS Privacy Policy explains how the Village of Antioch (“Village,” “we,” “us,” or “our”) collects, uses, and protects information in connection with text messaging (SMS/MMS) capabilities associated with Village telephone services. This policy applies only to SMS/MMS text messaging services and does not replace or modify any other Village website privacy notices.

Although the Village is not offering SMS text messaging as a public communications channel at this time, SMS privacy disclosures are required by our SMS service provider to enable and maintain SMS capabilities on Village phone services.

### **1) Information We Collect for SMS**

If you communicate with the Village by text message, or if you provide a mobile phone number to the Village for a Village-initiated text related to Village business, we may collect:

- Your mobile phone number
- Message content (including replies and attachments, if any)
- Date/time of messages and delivery confirmations
- Basic information related to your interaction with the Village (such as service requests or reference numbers you provide)

We collect only the information necessary to communicate regarding Village operations and services.

### **2) How We Use SMS Information**

We use SMS-related information solely for legitimate Village business purposes, such as:

- Responding to inquiries or requests you direct to the Village
- Communicating operational or service-related information when appropriate
- Maintaining records of communications to support customer service, public administration, auditing, and compliance obligations
- Protecting the security and integrity of Village systems and services

**No Marketing Use.** The Village does not use SMS for advertising, marketing, or promotional campaigns.

### **3) Consent and Opt-In / Opt-Out**

If SMS messaging is used in any Village interaction, it will be used only in a manner consistent with applicable carrier and messaging industry requirements, including 10DLC standards.

- **Opt-In:** When applicable, SMS messages will be sent only when a person has initiated contact by text, provided a mobile number for a specific Village-related purpose, or otherwise provided consent to receive SMS messages for that purpose.

- **Opt-Out:** You may opt out at any time by replying **STOP** to an SMS message. After you opt out, you may receive a final confirmation message, and no further SMS messages will be sent unless you re-initiate contact or provide consent again.
- **Help:** You may reply **HELP** for assistance.

#### **4) No Sale or Sharing of SMS Consent Information**

The Village does not sell, rent, or share personal information with third parties for marketing purposes.

**No mobile information will be shared with third parties/affiliates for marketing or promotional purposes.** This includes, but is not limited to, **SMS opt-in data and SMS consent information**; such information will not be shared with any third parties for marketing or promotional purposes.

#### **5) Service Providers, Carriers, and Message Processing**

The Village may use third-party service providers to enable SMS capabilities and to transmit and store messages (including telecommunications and messaging platform providers). These providers process information on our behalf and are permitted to use it only to provide services to the Village and to comply with legal and regulatory requirements.

SMS/MMS messaging also relies on third-party networks (including mobile carriers). **Carriers and other third parties involved in message transmission or delivery may have their own terms of service, privacy policies, and acceptable use policies** that govern how they handle information related to text messaging. The Village does not control and is not responsible for the privacy or information-handling practices of these third parties. We encourage you to review the applicable policies of your mobile carrier and any relevant service providers.

**Message and data rates may apply** depending on your mobile carrier plan. Carriers are not liable for delayed or undelivered messages.

#### **6) Disclosure of SMS Information**

We keep SMS-related information confidential and disclose it only under limited circumstances, such as:

- As required by law (including responding to subpoenas, court orders, lawful requests, or other legal processes)
- To protect the rights, safety, and security of the Village, our residents, staff, systems, and the public
- To investigate, prevent, or take action regarding suspected fraud, unlawful activity, or violations of applicable policies
- With your explicit consent

#### **7) Data Retention**

We retain SMS-related information only as long as necessary for the purposes described in this policy, including operational needs, records retention requirements, and legal obligations.

## **8) Security**

The Village takes reasonable administrative, technical, and physical measures designed to protect SMS-related information. No method of transmission or storage is completely secure; however, we work to safeguard information consistent with applicable requirements and good practices.

## **9) Your Choices and Contact Information**

If you have questions about this SMS Privacy Policy or wish to request access, correction, or deletion of information to the extent applicable, please contact:

Village of Antioch  
Amy Pisciotto, IT Manager  
847-395-1000 ext. 1130  
apisciotto@antioch.il.gov  
935 Skidmore Drive, Antioch, IL 60002

## **10) Policy Updates**

We may update this SMS Privacy Policy from time to time. Updates will be posted on this page with a revised "Last updated" date.

**Last updated: March 24, 2026**