

Privacy Policy

Short Message Service Privacy Policy for Richmond Utilities District

Effective Date: Apr 22, 2025

Introduction

The Short Message Service (“SMS”) Privacy Policy explains how Richmond Utilities District (“RUD”), a water and wastewater utility company serving the Town of Richmond Maine, collects, uses, and protects the personal information you provide when you opt-in to receive text messages. RUD is committed to protecting your privacy and complying with all applicable laws, including the Telephone Consumer Protection Act (TCPA) and other relevant regulations.

What Information RUD Collects

- **Phone Number:** RUD collects your phone number when you opt-in to receive SMS messages. This is necessary to send text messages.
- **Account Information:** Other information related to your utility account, such as your name, address, and account number will be collected, but only if you have provided it to RUD in connection with your utility services.
- **Messaging History:** RUD may collect data about the text messages sent and received through our SMS service, including timestamps and message content, for purposes of service improvement and troubleshooting.

How RUD Uses Your Information

- **Utility Notifications:** RUD uses your phone number to send you text messages related to your utility services, such as: outage alerts, billing reminders, payment confirmations, and service updates.
- **Customer Service:** Your phone number may be used to respond to your inquiries and provide customer service through text messages.
- **Service Improvement:** RUD may analyze messaging data to improve our SMS service and tailor communications to your needs.
- **Legal Compliance:** RUD may use your information to comply with legal obligations, such as responding to subpoenas or court orders.

How We Share Your Information

- **Third-Party Providers:** RUD will share your phone number with our SMS platform provider, Muni-Link, to facilitate the sending and receiving of text messages.
- **No Sales or Sharing for Marketing:** Your phone number or otherwise stated personal information will not be sold with third parties for their marketing purposes without your explicit consent.
- **Legal Requirements:** RUD may disclose your information if required by law or legal process.

Your Rights and Choices

- **Opt-In:** Affirmatively opt-in to receive text messages from RUD by:
 - Providing your mobile device number in your preferences in RUD's customer engagement platform.
 - Text the reply "START" to start receiving notifications from your mobile device.
- **Opt-Out:** You can opt-out of receiving text messages at any time by replying "STOP" to any RUD text messages. You will receive a final confirmation message that you have been unsubscribed.
- **Modify Your Preferences:** You can modify your SMS preferences by logging into RUD's customer engagement platform. Preferences can also be modified through contacting RUD's office phone: 207-737-4721 or email: office@richmondutilities.org.

Data Retention

RUD will retain your information for as long as you are subscribed to our SMS service or as required by law. We will delete your information when you opt-out or when we no longer need it.

Security

RUD takes reasonable measures to protect your information from unauthorized access, use, or disclosure. RUD uses industry-standard security technologies such as encrypted SSL certifications to protect your data.

Changes to this Policy

RUD may update this SMS Privacy Policy from time to time. RUD will post any changes on our website at <https://richmondutilities.org/>.

Contact Us

If you have any questions about this SMS Privacy Policy, please contact RUD by phone at 207-737-4721 or by email office@richmondutilities.org.

Compliance with TCPA

RUD complies with the Telephone Consumer Protection Act ([TCPA](#)) and other relevant regulations. Text messages will only be sent to you if you have given us your prior express consent. A clear and easy way to opt-out of receiving text messages has been provided and is accessible in the above section titled Opt-Out.