

SMS PRIVACY POLICY

This SMS Privacy Policy (this “Privacy Policy”) describes how we at The Shelby State Bank (“The Shelby State Bank”, “we”, or “us”) collect, use and disclose your personal information in connection with your use of the services to receive short message services and/or multi-media services for marketing and non-marketing purposes from us through the Constant Contact, Inc. platform (“SMS Services”). This Privacy Policy is strictly limited to the SMS Services described herein and does not relate to the collection or use of personal information through any of our other services. In addition, it has no effect on and is unrelated to any other privacy policy(ies), if any, that may govern the relationship between you and us in other contexts. Please read this Privacy Policy carefully. By enrolling in, using or accessing any of the SMS Services, you agree to the collection, use, and disclosure of your information as described in this Privacy Policy. If you do not agree to this Privacy Policy, please do not use or access any of the SMS Services. This Privacy Policy is incorporated into our Terms of Service covering SMS Services.

INFORMATION COLLECTED ABOUT YOU

Personal information we collect about you through your use of the SMS Services may include first name, last name, mobile number, address, email address, job title, and birthday.

We may use cookies or similar technologies on our website or websites associated with the SMS Services to automatically collect your interactions with any URL links included in the Messages.

USE OF PERSONAL INFORMATION FOR SMS SERVICES

We use your personal information to provide you with our products and services and other relevant information. We may also use this information to market our products and services to you, including by the SMS Services subject to your consent.

We may also use information collected from you and information collected from your device to send you abandoned cart reminders if you added items to your shopping cart but did not complete check out.

DISCLOSURE OF PERSONAL INFORMATION

We may use third-party service providers to assist us with providing and marketing our products and services to you, and we may disclose your information with such third parties for these purposes.

* Notwithstanding anything set forth in this Privacy Policy, we do not share text message opt-in consents or related mobile telephone numbers with third parties, except with our service providers and vendors to provide the SMS Services.

* Please review [Constant Contact's Customer Data Notice](#) for information about how they use your information.

We may also share your personal information if necessary to comply with any applicable law or regulation, to respond to a subpoena, search warrant or other lawful request for information we receive, in the event of a merger or sale of our company, or to otherwise protect our rights or property.

OPTING OUT

If you wish to stop receiving text messages from us, reply STOP to any text message sent from us.

ELIGIBILITY

To receive SMS Services, you must be a resident of the United States and 18 years of age or older.

CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy at any time, including to reflect changes to our practices or for other operational, legal, or regulatory reasons. Please review it frequently. By continuing to use the SMS Services after any such changes have been made, you accept and agree to the updates to the Privacy Policy.

CONTACT INFORMATION

If you have any questions about this Privacy Policy or our privacy practices, please contact us at ibanking@shelbybank.com.