

5.6 GMNBR PRIVACY POLICY

(Revised for SMS Compliance)

GMNBR recognizes the importance of protecting personal information. The following types of information are collected to process transactions, fulfill requests, maintain membership records, and communicate with members.

Email Communications Policy

GMNBR may send email communications related to:

- Membership updates
- Events and programs
- Education and professional development
- Industry news
- Products and services relevant to members

Consent & Identification

All marketing or promotional emails are sent in compliance with the CAN-SPAM Act and will:

- Clearly identify GMNBR as the sender
- Include accurate header and subject line information
- Include GMNBR's physical mailing address
- Provide a clear and conspicuous opt-out mechanism

Opt-Out (Unsubscribe)

Recipients may unsubscribe from marketing emails at any time by:

- Clicking the "Unsubscribe" link in the email, or
- Contacting GMNBR directly

Opt-out requests are processed promptly in accordance with applicable law.

Transactional or administrative emails (e.g., dues notices, event confirmations, compliance notifications) may still be sent as permitted by law.

SMS & Mobile Messaging Policy

By providing your mobile phone number to GMNBR and opting in, you expressly consent to receive SMS (text) messages from GMNBR regarding:

- Membership updates
- Event notifications
- Educational programs
- Billing and account reminders
- Association news and important announcements

Message Frequency

Message frequency may vary depending on your membership activity and communication preferences.

Message & Data Rates

Message and data rates may apply according to your mobile carrier plan.

Opt-In Consent

SMS consent is not a condition of membership, purchase, or service. By providing your cell phone number on your initial application for membership you have agreed to be contacted by text, opting in, and you confirm that you are the authorized user of the mobile number provided.

Opt-Out Instructions

You may opt out of receiving SMS messages at any time by replying:

STOP to cancel

HELP for assistance

You may also contact GMNBR directly to be removed from SMS communications.

Upon opting out, you will receive a final confirmation message and will no longer receive SMS messages from GMNBR unless you re-enroll.

Data Use & Protection

GMNBR does **not sell, rent, share, or trade** mobile numbers or SMS opt-in data with third parties for marketing purposes.

Mobile information will only be used for the purposes described in this policy and will be protected in accordance with industry security standards.

Payment Information

Credit or electronic payment information provided for dues, products, or services is used solely to process transactions. This information is maintained by reputable payment processors and is never sold or shared for marketing purposes.

Data Security & Retention

GMNBR maintains security safeguards consistent with current technology standards. Information is retained according to our record retention policy and securely destroyed at the end of the retention period.

Updating Communication Preferences

Members may update their communication preferences, including SMS settings, through the GMNBR Member Portal or by contacting GMNBR directly.