

SMS Text Messaging Policy

Purpose: This policy outlines the appropriate use of SMS text messaging as a communication tool by the Prescott Area Association of REALTORS® ("the Association") to ensure compliance with federal, state, and local laws, including the Telephone Consumer Protection Act (TCPA), and to provide value-driven, relevant communication to our members.

Scope: This policy applies to all staff, board members, volunteers, and any third-party service providers engaged in sending SMS text messages on behalf of the Association. It governs all SMS communications sent to members, partners, or any other individuals with whom the Association interacts.

Guidelines

Member Consent

- SMS messages will only be sent to individuals who have provided explicit, written consent to receive text communications.
- Consent can be obtained through an online opt-in form, membership applications, or other approved channels such as Noterouter.

Content Restrictions

- SMS messages must be relevant to the recipient and pertain to Association-related updates, events, education opportunities, legislative alerts, or urgent matters such as billing notices, membership/MLS/key suspension, office closures or meeting cancellations.
- Prohibited content includes, but is not limited to, unsolicited marketing, third-party advertisements, or non-Association-related promotions.

Frequency and Timing

- Messages will not be sent more than five times per month unless the member explicitly opts in for additional updates.
- SMS messages should only be sent during standard business hours (8:00 AM to 8:00 PM local time) unless they pertain to urgent matters.

Compliance with TCPA and State Laws

All SMS campaigns must include the following:

- Identification of the sender (e.g., "[Prescott Area Association of REALTORS® or PAAR]").
- An option to opt out (e.g., "Reply STOP to unsubscribe").
- Ensure accurate record-keeping of opt-in consents and opt-out requests.

Privacy and Data Security

- Member phone numbers and other personal information will be stored securely and will not be shared, sold, or used for purposes outside of Association communications.

Monitoring and Accountability

- All SMS campaigns must be reviewed and approved by designated Association staff prior to distribution.
- Any complaints or concerns regarding SMS communications must be addressed promptly and appropriately.

Violations and Enforcement: Non-compliance with this policy may result in disciplinary actions, including but not limited to termination of access to communication platforms, suspension of membership privileges, or other measures as determined by the Association's leadership.

Policy Review and Updates: This policy will be reviewed annually to ensure continued compliance with applicable laws and alignment with Association goals. Any updates or amendments will be communicated to members promptly.

For questions, please contact paarsupport@paar.org.

Privacy Policy for the Prescott Area Association of REALTORS®

Prescott Area Association of REALTORS® values your privacy and is committed to protecting your personal information. This Privacy Policy describes how we collect, use, disclose, and protect your information when you visit our website

<http://paar.org> or use our services.

By accessing our website or engaging with our services, you consent to the practices described in this Privacy Policy.

1. Information We Collect

We may collect the following types of information:

A. Personal Information:

- Name
- Email address
- Phone number
- Mailing address
- Membership details (e.g., Realtor license information)

B. Non-Personal Information:

- Browser type and version
- Device information
- IP address
- Pages viewed and time spent on the website
- Referring website or search engine

C. Information You Provide Directly:

- Contact forms or inquiries
- Event registrations
- Membership applications or renewals

D. Information from Third Parties:

We may receive information about you from third-party partners, including Multiple Listing Services (MLS) or other Realtor associations.

2. How We Use Your Information

We use the information collected for the following purposes:

- To provide and improve our services.
- To process membership applications and renewals.
- To send newsletters, event invitations, and updates about our association.
- To respond to inquiries or requests.
- To comply with legal and regulatory requirements.

3. How We Share Your Information

We do not sell your personal information. We may share your information in the following circumstances:

- With Trusted Service Providers: Third parties that assist with website hosting, payment processing, email communication, or event organization.
- For Legal Compliance: If required by law, subpoena, or other legal process.
- With Affiliated Organizations: Such as MLS or other Realtor associations for professional purposes.

4. Cookies and Tracking Technologies

Our website uses cookies to enhance user experience and analyze website traffic. You can manage cookie preferences through your browser settings.

5. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of these sites. Please review their privacy policies separately.

6. Data Security

We implement reasonable security measures to protect your information. However, no data transmission over the internet can be guaranteed as 100% secure.

7. Children's Privacy

Our website is not directed at individuals under 18 years of age. We do not knowingly collect personal information from minors.

8. Your Rights

As an Arizona resident, you have certain rights regarding your personal information:

- Access: Request a copy of the personal information we have collected about you.
- Correction: Request corrections to inaccurate or incomplete data.
- Deletion: Request the deletion of your personal information, subject to legal or contractual obligations.

To exercise these rights, please contact us at: paarsupport@paar.org.

9. Changes to This Policy

We may update this Privacy Policy periodically. Changes will be posted on this page with the updated effective date.

10. Contact Us

If you have questions or concerns about this Privacy Policy, please contact us:

Prescott Area Association of REALTORS®

Attention: Carla Dane, CEO

3767 Karicio Lane, Ste. A

928-445-2663

paarsupport@paar.org

Digital Millennium Copyright Act (DMCA) Compliance Statement

The Prescott Area Association of REALTORS® and MLS is committed to complying with the provisions of the Digital Millennium Copyright Act (DMCA). This statement outlines our policy for addressing claims of copyright infringement on our website.

Notification of Alleged Copyright Infringement

If you believe that any material on our website infringes your copyright, you may submit a written notification ("DMCA Notice") to our designated copyright agent. Your DMCA Notice must include the following information:

- A physical or electronic signature of the copyright owner or a person authorized to act on their behalf.
- Identification of the copyrighted work(s) that you claim have been infringed.
- Identification of the material on our website that you claim is infringing, including a URL or other specific location information.
- Your contact information, such as your name, address, telephone number, and email address.
- A statement that you have a good faith belief that the use of the material is not authorized by the copyright owner, its agent, or the law.
- A statement, under penalty of perjury, that the information in your notification is accurate and that you are authorized to act on behalf of the copyright owner.

Please send your DMCA Notice to our designated copyright agent at:

Carla Dane, CEO

Prescott Area Association of REALTORS®

3767 Karicio Lane, Suite A

Prescott, AZ 86303

Email: carla@paar.org

Phone: 928-445-2663

Changes to This Policy: We may update this DMCA Compliance Statement from time to time. Any changes will be effective immediately upon posting the updated statement on our website. If you have any questions regarding this DMCA Compliance Statement, please contact paarsupport@paar.org.