

## Privacy Policy for SMS Communications

**Last Updated: 4/7/2026**

This Privacy Policy explains how **Georgia Southwester State University** collects, uses, and protects information provided through our SMS/text messaging program across all participating university departments.

### 1. Information We Collect

When you opt in to our SMS Program, we may collect:

- Your mobile phone number
- Your name (if provided)
- Messages you send to university departments
- Information related to your application, enrollment, housing, events, or student status that you choose to share

Your phone number may also be stored in our internal student information systems as part of your official university record.

### 2. How We Use Your Information

Your information is used **only** for legitimate university business purposes, including:

- Admissions and recruitment support
- Housing assignments, updates, and notifications
- Event reminders, confirmations, and follow-ups
- Financial Aid or Registrar communications
- Academic or student support services
- Responding to your questions or requests
- Sharing important campus updates

We do **not** use SMS data for marketing unrelated to university operations.

### 3. What We Do *Not* Do

- We **do not sell** your personal information to external third parties for any reason.
- We **do not share** your information with external third parties for marketing or commercial purposes.

- We **do not** use your SMS data for any purpose outside of official university operations.

#### **4. Data Storage & Security**

Your information is stored securely within **Georgia Southwestern State University's** systems. We use administrative, technical, and physical safeguards to protect your data from unauthorized access.

#### **5. Your Choices**

You may opt out of SMS communications at any time by replying **STOP**. You may request information about the data we have collected or ask for corrections by contacting: [techsupp@gsw.edu](mailto:techsupp@gsw.edu) or 229-931-2074

#### **6. Data Retention**

We retain SMS-related information only as long as necessary to support university operations or as required by policy and applicable law.

#### **7. Changes to This Policy**

We may update this Privacy Policy periodically. Updates will be posted on this page with a revised "Last Updated" date.

Click [here](#) to see our SMS Terms and Conditions.

For support, contact us at [techsupp@gsw.edu](mailto:techsupp@gsw.edu) or 229-931-2074