

Effective Date: September 11, 2025
Privacy Policy for Andrea Phox Photography

Introduction

At Andrea Phox Photography, your privacy is our priority. This Privacy Policy explains how we collect, use, share, and protect personal data when you interact with our services, including SMS communication.

Information We Collect

- **Personal Information:** Includes your name, phone number, and any message content shared during SMS communication.
- **Device Information:** We may collect technical data such as IP addresses or device identifiers for security purposes.

How We Use Your Data

- To send SMS messages related to appointments, services, billing, or other business-related communication.
- To enhance our services and ensure effective communication.

How We Share Your Data

- **Service Providers:** Your data is securely hosted through 17hats and processed by its trusted texting service providers to deliver SMS messages.
- **Compliance:** If required by law or to protect our legal rights, we may share your data
- **Data Protection:** Your personal information (including mobile opt-in data) will never be sold or freely given to third parties. No mobile information will be shared with third parties / affiliates for marketing or promotional purposes. All other categories exclude text-messaging originator opt-in data and consent; this information will not be shared with any third parties.

Data Security

- We use encryption, secure storage, and other industry-standard measures to safeguard your information.
- Only authorized personnel have access to your data.

Data Retention

- We retain your data for as long as necessary to provide our services or comply with legal obligations.

Your Rights

- **Access and Updates:** Contact us to access, update, or correct your personal data.
- **Opt-Out of SMS:** Reply “STOP” to any text message to stop receiving SMS communication.

Changes to This Policy

We may update this Privacy Policy to reflect changes in our practices or legal requirements. Significant updates will be communicated via our website or other channels.

Contact Information

For questions about this Privacy Policy, please contact us at:

Andrea Phox Photography

andrea@andreaphox.com

917-545-2538