

## **Email & SMS Marketing Terms and Conditions**

**Last Updated:** 3/10/26

### **1. Introduction**

*This Privacy Policy describes how The Playroom Café LLC (“we,” “us,” or “our”) collects, uses, and protects personal information when you subscribe to receive marketing communications through our website.*

*By signing up to receive emails or text messages from us, you agree to the terms of this Privacy Policy.*

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### **2. Information We Collect**

*When you subscribe to our marketing communications, we may collect the following information:*

- *Name*
- *Email address*
- *Mobile phone number*
- *Location information (such as city or ZIP code)*
- *Communication preferences*
- *Website interaction data (such as pages visited or forms completed)*

*We may also automatically collect certain technical information such as:*

- *IP address*
  - *Device type*
  - *Browser type*
  - *Cookies or tracking data*
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### **3. How We Use Your Information**

*We use your information to:*

- *Send promotional emails and newsletters*
- *Send SMS or text message marketing offers*

- *Notify you about products, services, events, or promotions*
  - *Improve our website and marketing efforts*
  - *Personalize marketing messages*
  - *Analyze engagement with our communications*
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#### **4. Consent to Receive Marketing Communications**

*By providing your email address or mobile phone number through our website, you consent to receive marketing communications from us.*

*For SMS messages:*

- *Message frequency may vary*
- *Standard message and data rates may apply*
- *Consent is not a condition of purchase*

*You may opt out at any time.*

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#### **5. How to Opt Out**

*You can unsubscribe from marketing communications at any time:*

**Email:**

*Click the “unsubscribe” link in any marketing email.*

**SMS/Text:**

*Reply **STOP** to any message to opt out.*

*You may also contact us at:*

*hello@playroomcafe.org*

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#### **6. Sharing of Information**

*We do not sell your personal information.*

*We may share your information with trusted third-party service providers who assist with:*

- *Email marketing platforms*
- *SMS messaging services*

- *Website hosting and analytics*

*These providers are required to protect your information and only use it to provide services to us.*

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## **7. Data Security**

*We implement reasonable security measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction.*

*However, no internet transmission is completely secure.*

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## **8. Cookies and Tracking Technologies**

*Our website may use cookies and similar technologies to:*

- *Analyze website traffic*
- *Improve user experience*
- *Track marketing campaign performance*

*You can modify your browser settings to decline cookies if you prefer.*

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## **9. Your Privacy Rights**

*Depending on your location, you may have rights regarding your personal information, including:*

- *Accessing the information we hold about you*
- *Requesting correction or deletion of your information*
- *Opting out of certain data uses*

*Residents of certain regions may have rights under laws such as the **California Consumer Privacy Act**.*

*To exercise your rights, contact us at:  
[hello@playroomcafe.org](mailto:hello@playroomcafe.org)*

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## **10. Data Retention**

*We retain your information as long as necessary to provide marketing communications or comply with legal obligations.*

*If you unsubscribe, we may retain minimal information to ensure you do not receive further communications.*

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### **11. Third-Party Links**

*Our website or communications may contain links to third-party websites. We are not responsible for the privacy practices of those websites.*

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### **12. Changes to This Privacy Policy**

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

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### **13. Contact Us**

*If you have questions about this Privacy Policy or our data practices, please contact us:*

**The Playroom Café LLC**

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[hello@playroomcafe.org](mailto:hello@playroomcafe.org)

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