

Thurston PUD Privacy Policy for SMS Messages

Last Updated: September 9, 2025

Introduction

At Thurston PUD ("we," "our," or "us"), we prioritize customer confidentiality and privacy. This Privacy Policy explains how we collect, use, disclose, and protect your information concerning SMS (Short Message Service) messaging (also commonly referred to as text messaging) through 10-digit Long Code (10DLC) phone numbers to enable effective communication between our Planning and Compliance and Customer Service staff, and water system customers.

1. Information We Collect

When you opt-in to receive SMS messages from us, we may collect the following types of information:

a. Personal Information:

- Phone number
- Name
- Email address (if provided)

b. Customer-Related Information:

- Service address and customer account number
- Relevant details necessary for effective communication regarding your case

c. Message Data:

- The content of SMS messages sent and received
- Delivery status of SMS messages
- Interaction data related to SMS messages

2. How We Use Your Information

We use the collected information strictly for communication purposes, specifically for:

a. Communication:

- Providing water system outage information via SMS
 - Examples: Routine flushing, emergency maintenance or repairs, scheduled maintenance or repairs
- Providing water service and/or account information via SMS
 - Examples: Disconnect reminders, follow up for cross-connection control questionnaires (CCCQs), reminders for backflow testing, potential boil-water notices, potential do-not-drink notices

b. Service Improvement:

- Understanding and analyzing the use of our SMS services
- Improving communication methods to better serve customers

c. Legal Compliance:

- Complying with applicable laws and regulations
- Responding to lawful requests and legal processes

3. Sharing Your Information

We will not share, sell, or disclose your information to third parties except:

a. Service Providers: We may share your information with trusted third-party service providers that assist us in operating our SMS services. These parties are required to maintain the confidentiality and security of your information.

b. Legal Requirements: We may disclose your information if required by law or in response to a legal request, such as a subpoena, court order, or government demand.

4. Security of Your Information

We take reasonable measures to protect your information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the Internet or electronic storage is 100 percent secure, and we cannot guarantee absolute security.

5. Your Rights and Choices

You have the right to:

- a. **Opt-Out:** You can opt out of receiving SMS messages from us by replying "STOP" to any message or contacting us at PUDCustomerService@thurstonpud.org.
- b. **Access and Correction:** You can request access to or correction of your personal information by contacting us at PUDCustomerService@thurstonpud.org

6. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be effective when we post the revised policy on our website. We encourage customers and clients to review this Privacy Policy periodically.

7. Contact Us

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us at:

Thurston PUD
1230 Ruddell Road SE
Lacey, WA 98503
PUDCustomerService@thurstonpud.org
(360) 357-8783