



GEORGETOWN HOUSING AUTHORITY

23 Trestle Way

Georgetown, Massachusetts 01833

Telephone (978) 352-6331 Fax (978) 352-5609

Automated Tenant Communications Privacy Policy

Georgetown Housing Authority (“GHA,” “we,” “us,” or “our”) is committed to protecting the privacy of tenants who receive communications from us via **SMS text messages, automated phone calls/voice messages, and email**. This Privacy Policy explains what information we collect, how we use it, and the rights tenants have regarding their data.

1. Information We Collect

We may collect the following information for communication and service-related purposes:

A. Tenant Contact Information

- Mobile phone numbers
- Landline phone numbers
- Email addresses
- Tenant name and unit information

B. Communication & Usage Data

- Time and date messages are sent
- Message delivery and response information
- Opt-in or opt-out status for SMS, phone calls, and email

C. Purpose-Related Housing Data

We may store information necessary for communications related to:

- Appointment or inspection reminders
- Maintenance notices
- Emergency/Safety alerts
- GHA Policy Reminders/Follow-up
- Community announcements
- Agency business and time-sensitive notifications
- Any other authorized GHA communication

2. How We Use Your Information

Tenant contact information is used strictly for **official housing-related purposes**, including:

- Sending SMS text alerts
- Delivering automated voice calls
- Sending email notifications
- Emergency or time-sensitive communications
- General housing program updates
- Compliance and regulatory notifications

We do **not** sell or share tenant information with marketers or third parties.

3. Third-Party Service Providers

Georgetown Housing Authority uses **DialMyCalls.com** and other service providers to deliver SMS, voice, and email communications. DialMyCalls acts as a **service provider only** and does not use tenant information for any purpose other than delivering GHA-authorized messages.

4. 10DLC Compliance

To comply with carrier requirements for 10DLC messaging, we maintain:

- Clear opt-in and opt-out mechanisms
- Strict data privacy controls
- Approved message templates and brand registration
- Opt-in records stored securely by GHA

5. Opt-In and Opt-Out

Tenants may opt-in to communications by:

- Signing housing forms that authorize communication
- Providing their mobile number or email to GHA staff
- Responding “YES” to an opt-in SMS message
- Signing up on our website (if applicable)

Tenants may opt-out at any time:

- **SMS:**
Reply **STOP** to end text messages.
Reply **HELP** for assistance.
- **Phone Calls:**
Notify GHA in writing or by phone to stop automated calls.
- **Email:**
Click “unsubscribe” where available or contact GHA directly.

6. Data Security

We implement technical, administrative, and physical safeguards to protect personal data. Only authorized personnel have access to communication-related information.

7. Retention of Data

Information related to SMS, email, and call communications is retained only as long as required for operational, regulatory, or audit purposes.

8. Tenant Rights

Tenants may request:

- To review or update their contact information
- To limit or change how they receive communications
- To opt out of non-emergency messages

9. Contact Us

For questions or concerns, contact:

Georgetown Housing Authority

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