



Brighton Bank

Text (SMS) Communications Consent Policy

This text (SMS) privacy policy outlines your consent with Brighton Bank if you would like us to send text (SMS) messages to the mobile number you have provided in your records. This policy also describes how we manage consumer consent and ensure compliance with relevant privacy regulations.

Introduction	• We offer an (SMS) text messaging service to facilitate communication with our customers regarding their bank account and internal communications. • This service is strictly for customer support and account-related inquiries. • This service is NOT used for marketing purposes
Types of Data We Collect	• Personal information such as name, account number, and contact information • Communication Data such as text message exchanges between you and our staff. • Transactional Data related to your banking transactions, as necessary to assist you with your account.
Consent to Receive SMS Communications	• Participation in our text (SMS) messaging service is entirely voluntary. • You have the right to refuse or withdraw your consent at any time. • By initiating SMS communications with a Brighton Bank staff member, you consent to receive text messages related to your account. • Or by opting into our SMS service, you consent to receive text messages related to your account.
Opting out of SMS Communications	• You may opt out of receiving SMS messages at any time. • To opt out reply using the keyword "STOP" or by contacting customer support. • Opting out will discontinue all non-essential communications, however, we may still send necessary messages for account management or compliance reasons.

Data Usage and Purpose	• We collect and use the data provided for the following purposes. ○ To provide customer support and respond to inquiries regarding your bank account. ○ To facilitate internal communication among staff for better service delivery. ○ To comply with applicable legal and regulatory requirements. ○ We will not use your data for any marketing or promotional purposes.
Sharing of Data	• No mobile information will be shared with third parties/affiliates for marketing/promotional purposes with the following exceptions: ○ Communication tools are necessary for facilitating customer service interactions, where such information may be shared for the purpose of enabling the service. ○ As required by law or regulatory authorities, to comply with legal obligations or in response to legal requests.
Potential Costs	• Participating in the text (SMS) messaging service may involve standard text messaging charges applied by your mobile service provider terms. • Please consult your mobile service provider regarding any applicable fees or charges.

By providing your informed consent when indicated, you acknowledge that you have understood the information provided and agree to participate in our text (SMS) messaging service.

If you have any questions or concerns about this Privacy Policy or how we handle your personal data, please contact us at: 801-943-6500.