

SMS PRIVACY POLICY

Effective Date: June 01, 2026

1. Introduction

The Law Office of Bobby Barrera ("Firm," "we," "us," or "our") is committed to protecting the privacy of our clients and contacts. This Privacy Policy describes how we collect, use, and safeguard your personal information in connection with our SMS text messaging program. This policy applies to all SMS communications sent by or on behalf of the Law Office of Bobby Barrera.

2. Information We Collect

When you opt into our SMS program, we may collect the following information:

- Your mobile phone number
- Your name and contact information
- SMS opt-in date, time, and consent status
- Message delivery and response data
- Case-related information you share via SMS (subject to attorney-client privilege where applicable)

3. How We Use Your Information

We use your mobile number and related information to send you SMS messages for the following purposes:

- **Appointment reminders** — scheduling confirmations, reminders, and rescheduling notices
- **Case updates** — status notifications, document requests, and case-related communications
- **Marketing and promotional messages** — information about our legal services, firm news, and community updates
- **General firm communications** — office announcements, holiday hours, and other operational notices

4. Data Sharing and Third Parties

We will not share your opt-in to an SMS campaign with any third party for purposes unrelated to the services of that campaign. We may share your personal data, including your SMS opt-in or consent status, with third parties that help us provide our messaging services, including but not limited to platform providers, phone companies, and any other vendors who assist us in the delivery of text messages.

We do not sell, rent, or trade your personal information to any third party for their own marketing purposes.

5. Data Retention

We retain your SMS opt-in and consent records for as long as necessary to comply with applicable law and to maintain accurate records of your communications preferences. You may request deletion of your information at any time by contacting us directly.

6. Your Rights and Opt-Out

You have the following rights regarding your SMS communications with us:

- **Opt-Out:** Reply STOP to any message to unsubscribe. You will receive one confirmation message and no further texts.
- **Help:** Reply HELP to any message for assistance, or contact us directly at the information below.
- **Access and Correction:** You may request access to or correction of any personal information we hold about you.

7. Security

We implement reasonable administrative, technical, and physical safeguards to protect your personal information against unauthorized access, disclosure, alteration, or destruction. However, no method of electronic transmission is 100% secure, and we cannot guarantee absolute security.

8. Attorney-Client Privilege Notice

Communications between you and the Law Office of Bobby Barrera may be protected by attorney-client privilege. Please be aware that SMS is not a fully secure channel. Do not transmit highly sensitive legal information via text message unless you have been specifically advised to do so by our office.

9. Updates to This Policy

We may update this Privacy Policy from time to time. The most current version will always be available at bobbybarrera.com. Your continued use of our SMS program following any update constitutes acceptance of the revised policy.

10. Contact Us

For questions about this Privacy Policy or our SMS program, please contact:

Law Office of Bobby Barrera

Website: bobbybarrera.com

Message and data rates may apply. Message frequency varies.