

Privacy Policy

1. Information We Collect

We may collect the following types of information:

- Student and parent/guardian names
- Mobile phone numbers
- Email addresses
- Communication preferences
- Message content and delivery status

2. How We Collect Information

We collect information through:

- Enrollment and registration forms
- Online portals and school communication platforms
- Voluntary opt-in to SMS/text messaging services
- Direct communication with school staff

3. How We Use Information

We use collected information to:

- Send important school updates, emergency alerts, and event reminders
- Communicate academic progress and school-related activities
- Ensure timely and relevant communication via SMS and other channels

4. Information We Share

We do not share personal information or mobile phone numbers with third parties or affiliates for marketing or promotional purposes.

Text messaging originator opt-in data and consent will never be shared with any third parties.

Information may be shared only with authorized service providers who support our school communication systems, and only under strict confidentiality agreements.

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5. Information Security and Retention

We implement administrative, technical, and physical safeguards to protect personal information from unauthorized access, disclosure, or misuse.

Information is retained only as long as necessary to fulfill the purposes outlined in this policy or as required by applicable laws and educational regulations.

6. Your Rights and Choices

Parents, guardians, and students may:

- Opt out of SMS communications at any time by emailing thill@vertusschool.org
- Update communication preferences by contacting the school office
- Request access to or correction of personal information by reaching out to our staff

7. Contact Us

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

Tim Hill

Chief Technology Officer

Email: thill@vertusschool.org