



## Aladdin SMS Privacy Policy

This Privacy Policy governs the manner in which Aladdin, located at 1201 W Russell St, Sioux Falls, SD 57104, and contactable via phone at 605-274-7088, collects, uses, maintains, and discloses information collected from users (each, a "Customer") of the SMS marketing services offered by Aladdin.

### 1. What is SMS Marketing?

SMS marketing refers to the practice of sending promotional and informational messages via text messaging to customers who have consented to receive such communications.

### 2. Benefits of SMS Marketing

- a. **Saves Time and Money:** SMS marketing enables cost-effective and efficient communication, saving time and resources for both Aladdin and its customers.
- b. **Extended Reach:** SMS marketing allows Aladdin to reach a wider audience instantly, delivering time-sensitive offers, updates, and information.
- c. **Customizable:** Messages sent via SMS can be personalized, allowing Aladdin to tailor content based on customers' preferences and behaviors.

### 3. Privacy and Anti-Spam Requirements for Businesses That Engage in SMS Marketing

- a. **Federal Anti-Spam Laws**
  - i. **CAN-SPAM:** Aladdin complies with the Controlling the Assault of Non-Solicited Pornography And Marketing (CAN-SPAM) Act, ensuring that SMS communications maintain transparency and provide opt-out mechanisms.
- b. **State and Global Privacy Laws**
  - i. **The CCPA:** Aladdin acknowledges and respects the rights provided under the California Consumer Privacy Act (CCPA), ensuring the protection of California residents' privacy rights.
  - ii. **The GDPR:** Aladdin acknowledges the requirements of the General Data Protection Regulation (GDPR) regarding the processing and protection of personal data of individuals in the European Union.

### 4. Anti-Spam and Privacy Law Compliance

Aladdin ensures compliance with anti-spam and privacy laws by obtaining express consent before sending marketing messages, providing opt-out mechanisms, and safeguarding customer data.

### 5. SMS Marketing Privacy Policy

- a. Types of Personal Information Collected and Why: Aladdin collects personal information such as phone numbers and usage data to deliver relevant and tailored SMS marketing messages.
- b. Selling or Sharing Personal Information: Aladdin does not sell or share customers' personal information to third parties for marketing purposes.
- c. Consumer Rights: Customers have the right to access, correct, and delete their personal information, as well as the option to opt-out of receiving SMS marketing messages.
- d. Privacy Policy Access: Aladdin's Privacy Policy is accessible on its website and available upon request.

*Mobile information will not be shared with third parties/affiliates for marketing/promotional purposes. Any other mentions in this policy exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties. If you wish to be removed from receiving future communications, you can opt out by texting STOP.*

## 6. Terms and Conditions for SMS Marketing

- a. Contact Information: Aladdin's contact information is provided at the beginning of this Privacy Policy.
- b. Opting Out: Customers can opt-out of receiving SMS marketing messages by following the instructions provided in each message.
- c. Associated Costs: Message and data rates may apply for SMS marketing messages depending on the customer's mobile plan.
- d. Limitation of Liability: Aladdin limits its liability concerning the use of SMS marketing services and information provided therein.
- e. Mobile Terms: By participating in SMS marketing, customers agree to receive automated marketing messages from Aladdin.
- f. SMS-Specific Terms and Conditions: Additional terms and conditions specific to SMS marketing are provided to customers upon signup.
- g. Terms and Conditions Access: Aladdin's Terms and Conditions Agreement is accessible on its website and available upon request.

## 7. Summary

Aladdin values its customers' privacy and complies with applicable anti-spam and privacy laws.

By engaging in SMS marketing with Aladdin, customers agree to the terms outlined in this Privacy Policy and Terms and Conditions Agreement.