

Privacy Policy & SMS Terms of Service

Effective Date: [Insert Date]

Company Name: Gooding Solutions

1. Introduction

Gooding Solutions (“Company,” “we,” “our,” or “us”) operates the website at [Insert Website Domain Name] (our “Site”). The Company respects your privacy and is committed to protecting your personal information. This Privacy Policy and SMS Terms of Service (this “Policy”) explain how we collect, retain, use, and protect your information, as well as your rights regarding communications from us.

This Policy applies to any information we collect:

- Through our Site
- In communications, including email, text, chat, and other electronic messages
- When you interact with our advertising and applications on third-party websites and services

We may provide additional or different privacy policies that are specific to certain features, services, or activities.

Please read this Policy carefully to understand our policies and practices regarding your information and how we treat it. By using, interacting with, or submitting information through our Site, or any services, forms, or communications accessed via our Site, including, without limitation, opting into SMS communications (collectively, our “Services”), you agree to, and acknowledge that you have read and understood, the terms outlined in this Policy, including, without limitation, the collection, retention, use, and sharing of your information as described in this Policy. This Policy may change from time to time (see Updates to this Policy). Your continued interaction with or use of our Site or Services after the updated effective date constitutes acceptance of the revised terms, so please check this Policy periodically for updates.

2. Information We Collect

We may collect the following types of information:

2.1 Personal Information

- Name
- Email address
- Phone number
- Mailing address
- Any other information you voluntarily submit through forms or other communications with us

2.2 Automatically Collected Information

- IP address
- Browser type
- Device information
- Pages visited and usage data

2.3 Communication Data

- SMS opt-in status
 - Message history and interaction data
 - Email engagement (opens, clicks)
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3. How We Use Your Information

We use your information to:

- Provide and improve our Services
 - Communicate with you regarding your account or services
 - Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection
 - Send transactional and service-related messages
 - Send marketing communications (only with your consent)
 - Maintain security and prevent fraud
 - Comply with legal obligations
 - Fulfill any other purpose for which you provide it or to which you consent
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4. Sharing of Information

We do **not sell your personal information**.

We may disclose aggregated information, and other information that does not identify any individual, without restriction.

We may share your personal information with:

- Our subsidiaries and affiliates
 - Contractors and service providers (e.g., CRM, messaging platforms)
 - Legal authorities when required by law
 - Business partners only as necessary to provide services
 - A buyer or other successor in the event of a merger, restructuring, dissolution, or other sale or transfer of some or all of the Company's assets
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5. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your personal information from accidental loss or destruction and from unauthorized access, use, alteration, and disclosure. However, no website, method of transmission, electronic storage, or online service is 100% secure, and we cannot guarantee absolute security of your personal information. In particular, email, texts, and chats may not be secure, and you should carefully decide what information you send to us via such communication channels. Any transmission of personal data is at your own risk. To the fullest extent permitted by law, the Company shall not be liable for any unauthorized access to or disclosure of your information.

6. Your Privacy Rights

Depending on your location, you may have the right to:

- Access your personal data
- Request correction or deletion
- Opt out of marketing communications
- Restrict or object to certain processing

To exercise your rights, contact us at [Insert Email]. We may need to verify your identity before processing your request to protect your account and personal information.

7. SMS Terms of Service (TCR-Compliant)

7.1 Program Description

By opting into SMS communications from the Company, you agree to receive text messages that may include:

- Appointment reminders
 - Service updates
 - Account notifications
 - Promotional or marketing messages (if separately consented)
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7.2 Consent & Opt-In Requirements

By providing your phone number and opting in:

- You expressly consent to receive SMS messages from the Company
- Consent is **not a condition of purchase**
- Opt-in is collected through clear and conspicuous methods (e.g., web forms, checkboxes, written consent)

We maintain records of consent in compliance with TCR standards.

7.3 Message Frequency

Message frequency may vary depending on your interaction with our Services.

7.4 Message & Data Rates

Standard message and data rates may apply based on your mobile carrier.

7.5 Opt-Out Instructions

You may opt out at any time:

- Reply **STOP** to any SMS message
- Contact us directly at [Insert Phone/Email]

After opting out, you will no longer receive SMS messages unless you re-subscribe. However, you may still receive communications after opting out that are legally required or necessary to complete transactions you initiated.

7.6 Help Instructions

For assistance:

- Reply **HELP** to any message
 - Contact us at [Insert Contact Info]
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7.7 Supported Carriers Disclaimer

SMS delivery is subject to your mobile carrier's network and policies. Neither the Company nor any mobile carrier is liable for delayed, undelivered, or misdirected messages. We do not guarantee delivery of any SMS message.

7.8 Data Usage for SMS

We use your phone number and messaging data to:

- Deliver messages
- Respond to inquiries
- Improve messaging services

We do **not share SMS opt-in data or consent with third parties for their own marketing purposes.**

7.9 Compliance with Laws

We are committed to complying with applicable messaging and privacy laws, including but not limited to:

- Telephone Consumer Protection Act (TCPA)
- CAN-SPAM Act

- Applicable state and federal consumer protection laws
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8. Cookies & Tracking Technologies

As you navigate through and interact with our Site and Services, we may use automatic data collection technologies to collect information that may include personal data, including cookies and similar technologies (such as pixels, web beacons, and local storage) to:

- Enhance user experience
- Analyze Site traffic
- Personalize content

We may also use these automatic collection technologies to collect information about your online activities over time and across third-party sites or other online services (behavioral tracking). We do not currently respond to “Do Not Track” browser signals. You can manage cookie preferences through your browser settings. Please note that some features may be unavailable as a result of opting out.

When you use or interact with our Site and Services, third parties may also use automatic collection technologies to collect information about you. They may use this information to provide you with interest-based advertising or other targeted content. We do not control these third parties’ tracking technologies or how they may be used, and we are not responsible for the privacy practices of such third parties. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

9. Data Retention

We retain personal information as long as reasonably necessary to:

- Fulfill the purposes outlined in this Policy
 - Comply with legal obligations
 - Resolve disputes
 - Enhance safety, security, and fraud prevention
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10. Children’s Privacy

Our Services are not directed to individuals under 18. We do not knowingly collect personal information from children under 18. If we learn that we have collected personal information from a child under 18, we will take steps to delete such information promptly.

11. Third-Party Links

Our Site may contain links to third-party websites. We are not responsible for their privacy practices, content, or security. Your interaction with any third-party website is at your own risk, and we encourage you to review their privacy policies before providing any personal information.

12. Updates to This Policy

We may update this Policy at any time. Updates will be posted with a revised effective date, and your continued interaction with or use of our Site or Services after the updated effective date constitutes acceptance of the revised terms. We may email or otherwise notify you of changes to this Policy, but it is your responsibility to review this Policy periodically to see any changes we have made to it.

13. Contact Information

If you have questions about this Policy or your data:

Gooding Solutions

Email: [Insert Email]

Phone: [Insert Phone Number]

Address: [Insert Business Address]

14. Governing Law; Jurisdiction

This Policy is governed by and construed in accordance with the laws of the State of Michigan, without regard to any conflict of law principles. Any dispute arising under or in connection with this Policy shall be subject to the exclusive jurisdiction of the state and federal courts located in Kent County, Michigan.
