



Peekskill, NY Branch 2170

SMS Text Messaging and Data Collection Privacy Policy

Effective Date: October 30, 2026

1. Purpose of Data Collection

The Peekskill Branch of the National Association for the Advancement of Colored People (NAACP) is committed to advancing equality, equity, justice, and opportunity for all members of our community.

Information collected through SMS (text messaging), surveys, questionnaires, and other electronic communications will be used exclusively to increase the value of Peekskill NAACP membership and strengthen our ability to advocate for the needs of our community.

Our primary purpose in collecting this information is to learn more about the equality and equity needs, concerns, experiences, and priorities of our members and the citizens of the City of Peekskill and neighboring municipalities.

The information gathered will help us:

- Better understand the needs and concerns of our members and the broader community.
- Identify issues involving equality, equity, civil rights, education, housing, employment, public safety, healthcare, and other matters affecting our communities.
- Develop programs, initiatives, advocacy efforts, and community outreach activities that address identified needs.
- Improve membership engagement and ensure that the Peekskill NAACP remains responsive to the people it serves.
- Strengthen our ability to represent and advocate for our members and the surrounding community.

2. Information We May Collect

Depending on the nature of our communications and surveys, information collected may include:

- Name and contact information, including mobile telephone numbers.
- Membership status and general demographic information, when voluntarily provided.
- Opinions, experiences, concerns, and suggestions regarding equality and equity.
- Responses to community surveys and questionnaires.
- Issues or priorities that individuals believe deserve the attention of the Peekskill NAACP.

Providing information is voluntary unless otherwise indicated for a specific activity or service.

3. How Your Information Will Be Used

Information collected will be used solely for legitimate Peekskill NAACP organizational purposes, including membership enhancement, community assessment, civil rights advocacy, program development, public education, and community engagement.

We may review and analyze collected information to identify common concerns, community trends, and areas where additional attention or resources may be needed.

Where appropriate, information may be combined or reported in summary form to help guide organizational decisions and advocacy efforts.

4. No Sale or Sharing of Personal Information

The Peekskill NAACP will not sell, rent, trade, distribute, or give away personal information collected through SMS communications or other data collection activities to any third party for any reason.

We are committed to protecting the privacy and confidentiality of our members and community participants.

Personal information will not be provided to outside organizations, businesses, political entities, marketing companies, or other third parties for their independent use.

Any information accessed by authorized personnel or service providers strictly as necessary to operate our communications systems will be subject to appropriate confidentiality and data protection obligations. SMS consent and opt-in information will not be shared with third parties for their marketing or promotional purposes.

5. SMS Messaging and Consent

By voluntarily providing your mobile telephone number and agreeing to receive text messages from the Peekskill NAACP, you consent to receive SMS communications relating to membership, community surveys, organizational announcements, events, initiatives, and other matters consistent with our mission.

Message and data rates may apply, depending on your mobile service provider and plan.

You may opt out of receiving text messages at any time by replying **STOP** to any message. For assistance, reply **HELP** or contact the Peekskill NAACP directly.

Consent to receive SMS messages is not a condition of membership or participation in Peekskill NAACP activities.

6. Data Security and Confidentiality

The Peekskill NAACP will take reasonable administrative and technical measures to safeguard collected information against unauthorized access, disclosure, alteration, or misuse.

Access to collected information will be limited to authorized individuals who require it to fulfill legitimate organizational responsibilities.

Although we make reasonable efforts to protect information, no electronic transmission or storage system can be guaranteed to be completely secure.

7. Retention of Information

Information will be retained only for as long as reasonably necessary to fulfill the purposes for which it was collected, support legitimate organizational activities, or satisfy applicable legal obligations.

Individuals may contact the Peekskill NAACP to request information about their personal data or ask that their information be deleted, subject to applicable legal and operational requirements.

8. Privacy of Minors

Information concerning individuals under the age of 18 will be collected only with appropriate parental or guardian involvement and consent where required by applicable law.

9. Changes to This Privacy Policy

The Peekskill NAACP reserves the right to update or modify this policy as necessary to reflect changes in organizational practices, technology, or applicable laws.

Any revised policy will be made available through the organization's designated communication channels or website.

10. Contact Information

Questions, concerns, or requests regarding this Privacy Policy or the collection and use of personal information may be directed to:

Peekskill Branch of the NAACP

PO Box 2601, Peekskill, NY 10566

Email: Peekskillnaacp@gmail.com

Website: www.peekskillnaacp.org

Our Commitment to You

The Peekskill NAACP recognizes that trust is fundamental to effective community advocacy. We value the confidence our members and neighbors place in our organization.

Information shared with us is intended to help us better understand the needs of our community, strengthen our membership, and advance the principles of equality, equity, justice, and opportunity.

Your information belongs to you. Our responsibility is to use the information you voluntarily share to better serve you and the community.