



*******INTERIM PENDING LEGAL REVIEW*******

Effective Date: August 25th, 2026

Great Falls College Montana State University ("Great Falls College MSU," "the College," "we," "us," or "our") respects your privacy and is committed to protecting your personal information. This SMS/Text Messaging Privacy Policy explains how we collect, use, and protect information when you opt in to receive text messages from the College.

Information We Collect

When you opt in to receive text messages from Great Falls College MSU, we may collect:

- Your mobile phone number
- Your consent to receive SMS/text messages
- Your name and basic contact information, if provided
- Information related to your student, employee, or community member status with the College, when applicable
- Records of text messages sent and received
- Communication preferences and opt-in/opt-out history

How We Collect Your Information

We may collect your information directly from you when you:

- Complete a form or application
- Register for events, programs, or services
- Request information from the College
- Enroll as a student or become an employee
- Sign up to receive notifications, alerts, or other communications
- Communicate with the College through phone, email, web forms, or other methods

We may also collect information through systems and service providers that facilitate our texting services.

How We Use Your Information

Great Falls College MSU may use your information to:

- Send text messages you have requested or agreed to receive
- Provide important information about admissions, enrollment, registration, financial aid, academic programs, student services, campus events, or other College-related matters
- Deliver emergency notifications, safety alerts, and time-sensitive campus communications

- Communicate with employees regarding operational updates and employment-related information
- Respond to questions, requests, or support inquiries
- Improve and administer our communication services
- Maintain records related to consent and communication preferences

Message frequency may vary depending on the services or communications you select.

Opting Out

You may opt out of receiving text messages at any time by replying **STOP** to any text message from Great Falls College MSU.

After opting out, you may receive one final confirmation message indicating that you have been removed from future text communications. Message and data rates may apply based on your mobile carrier's plan.

For assistance, contact the College using the information listed below.

Disclosure of Information

Great Falls College MSU may share information with trusted service providers that assist us in delivering text messaging services or supporting College operations. Such providers are required to protect the confidentiality and security of the information they receive.

We may also disclose information:

- When required by law, regulation, court order, or governmental request
- To protect the rights, safety, and security of the College and its community
- To investigate potential violations of College policies or applicable laws

Great Falls College MSU does not sell personal information and does not share phone numbers or SMS opt-in consent information with third parties or affiliates for marketing or promotional purposes.

Data Security

The College maintains administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, disclosure, alteration, or destruction. While we strive to protect information, no method of electronic transmission or storage can be guaranteed to be completely secure.

FERPA and Privacy Considerations

For students, certain information maintained by Great Falls College MSU may be protected by the Family Educational Rights and Privacy Act (FERPA). Text messages containing student information will be handled in accordance with applicable laws and College policies.

Changes to This Policy

Great Falls College MSU may update this Privacy Policy periodically. Any material changes will be posted on the College's website with an updated effective date. Continued participation in text messaging services after changes become effective constitutes acceptance of the revised policy.

Contact Information

If you have questions about this Privacy Policy or the College's text messaging practices, please contact:

Great Falls College Montana State University

2100 16th Avenue South

Great Falls, MT 59405

Phone: (406) 771-4440

Email: helpdesk@gfcmsu.edu