



## Privacy Policy

Effective Date: 7/22/2025

Loup Basin Public Health Department ("we", "our", or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and share your personal information when you visit our website, interact with us online or offline, or provide your information through forms, including those related to SMS communications.

### 1. What Personal Information We Collect

We may collect the following types of personal information:

- **Contact Information:** such as your name, phone number, email address, and mailing address.
- **Demographic Information:** such as your age, gender, or location.
- **Device Information:** such as IP address, browser type, and operating system.
- **Communication Preferences:** including SMS consent and opt-in status.
- **Any other information you provide voluntarily** via forms or communications.

### 2. How We Use Personal Information

We use your information to:

- Provide, personalize, and improve our services
- Respond to your inquiries and requests
- Send you updates, newsletters, and promotional materials (with your consent)
- Deliver transactional or service-related SMS messages
- Analyze website traffic and usage trends
- Comply with legal obligations

### 3. Who We Share Personal Information With

We **do not sell or rent** your personal information to third parties. We may share your information only with:

- **Trusted service providers** who assist in operating our website or delivering our services (e.g., email platforms, cloud hosting), under strict confidentiality agreements
- **Legal or regulatory authorities** as required by law
- **Business partners** only when specifically disclosed and with your permission

**SMS consent is not shared with third parties.**

#### 4. SMS Terms of Service

By opting into SMS communications from a web form or other medium, you are agreeing to receive text messages from Loup Basin Public Health Department. These may include SMS messages related to internal conversations (between employees) and external communications. Message frequency may vary.

Message and data rates may apply.

Reply HELP for help.

Reply STOP to opt out at any time.

SMS consent is not shared with third parties.

#### 5. Your Privacy Choices

You may:

- Opt out of marketing emails or SMS by following the unsubscribe instructions in the messages
- Contact us to request access, correction, or deletion of your personal data
- Change your communication preferences at any time

#### 5. Security of Your Information

We use appropriate technical and organizational measures to protect your information from unauthorized access, use, or disclosure.

#### 6. Updates to This Privacy Policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website.

#### 7. Contact Us

If you have any questions about this policy or how your data is handled, please contact us at:

**Loup Basin Public Health Department**

327 N 8<sup>th</sup> Ave

info@lbphd.ne.gov

308-346-5795