

Privacy Policy (SMS Communications)

Effective Date: 8/28/2026

Mayor's Office of Neighborhood Safety and Engagement ("Agency," "we," "us," or "our") uses text messaging (SMS/MMS) to communicate with residents and stakeholders regarding Agency services, programs, notifications, and voluntary survey invitations. This Privacy Policy applies only to the Agency's SMS communications and related contact information. It does not govern the content of surveys or how survey responses are collected, stored, or used.

1. Information We Collect

For SMS communications, we may collect:

- Mobile phone number
- Message delivery status information
- Records of messages sent and received
- Opt-in and opt-out preferences
- Date and time of communications

2. How We Use Information

We use this information to:

- Send Agency-related notifications and voluntary survey invitations
- Confirm subscription and preference changes
- Respond to inquiries related to SMS communications
- Maintain records required for compliance and operational purposes

3. Consent to Receive SMS Messages

By providing your mobile number and opting in, you consent to receive recurring SMS messages from the Agency. Consent is not a condition of receiving government services.

Message frequency may vary depending on Agency activities. Message and data rates may apply according to your wireless carrier plan.

4. Opt-Out

You may opt out at any time by replying STOP to any Agency text message. After we process your request, you will no longer receive SMS messages from that program unless you opt in again.

For assistance, reply HELP or contact the Agency using the information provided below.

5. Information Sharing

We do not sell mobile numbers or SMS consent data.

We may share information with:

- Service providers that deliver SMS messages on our behalf (such as telecommunications and messaging vendors)
- Government entities when required by law or authorized governmental purpose
- Law enforcement or regulatory authorities when legally required

Important

All sharing is limited to what is reasonably necessary to operate the SMS program or comply with legal obligations.

6. Data Security

We use administrative, technical, and physical safeguards designed to protect SMS-related information from unauthorized access, use, or disclosure. However, no method of electronic communication or storage is completely secure.

7. Data Retention

SMS records, including phone numbers, delivery logs, and consent records, will be retained in accordance with applicable records retention schedules, that are based on operational requirements.

8. Children

Our SMS communications are intended for individuals who are legally able to consent to receive text messages under applicable law. We do not knowingly collect SMS consent from children without appropriate authorization.

9. Changes to This Policy

We may update this Privacy Policy from time to time. Changes will be posted with a revised effective date.

10. Contact Information

Mayor's Office of Neighborhood Safety and Engagement

2700 Rayner Avenue, Baltimore, MD 21216

City Operator: (410) 396-3100