

## Privacy Policy – Gravette Alerts!

**Effective Date:** 2025 - Present Day

The City of Gravette uses a mass communications system to share important information with residents, including alerts, service updates, and community notices. This Privacy Policy explains what information is collected, how it is used, and the rights of participants.

### Information We Collect

The City collects only the information necessary to deliver communications:

- Phone numbers (for SMS, voice calls, or alerts)
- Email addresses (for email notifications)

This information is voluntarily provided by residents when they opt in to receive communications.

### How We Use Your Information

Collected phone numbers and email addresses are used **solely for official City communication purposes**, such as:

- Emergency alerts
- Service interruptions or public works updates
- City announcements and notifications

The City does **not** use this information for marketing, advertising, or non-municipal purposes.

### SMS Opt-In

Residents may opt in to receive SMS messages by submitting their phone number through the City's official sign-up form. By opting in, you consent to receive messages related to City services and notifications.

Message frequency may vary depending on events or service needs. Standard message and data rates may apply.

### Cookies & Tracking Practices

The City of Gravette and its mass communications software **do not use cookies, tracking technologies, or analytics** to monitor individual users or collect browsing data related to this service.

### Data Security & Handling

Phone numbers and email addresses collected for the mass communications system are:

- Used only for communication delivery

- Stored and managed securely within the communications software
- Accessed only by authorized City administrators and the software provider for system operation and message delivery

The City takes reasonable administrative and technical measures to protect this information from unauthorized access or disclosure.

## User Rights & Opt-Out

Participation in the City's communications system is voluntary. Residents may:

- Opt out of SMS messages at any time by following opt-out instructions included in messages
- Request removal from email notifications at any time

Opting out will stop all communications from the City of Gravette through that channel.

## Mobile Information Sharing Statement

The City of Gravette does **not** share, sell, rent, or disclose mobile phone numbers or email addresses to third parties for marketing or promotional purposes.

Mobile information is used exclusively for City communication services and is not shared except as necessary to operate the messaging system.

## Changes to This Policy

The City may update this Privacy Policy as needed. Any changes will be posted on the City's website.

## Contact Information

For questions about this Privacy Policy or the City's communications system, please contact:

**Ami Murray: Communications Director and Assistant to the Mayor of Gravette at:**

[gravadmin@gravettear.com](mailto:gravadmin@gravettear.com), 479-787-5757.

**Thank you for staying connected with Gravette!**