

# 10DLC - PRIVACY POLICY

Last Updated: 12/16/2025

## Mountain West Jewelers 10DLC PRIVACY POLICY

### Introduction:

At Mountain West Jewelers, we are committed to protecting your privacy. This policy explains how we collect, use, and safeguard personal information in connection with our SMS/MMS messaging services, in compliance with 10DLC regulations.

### Information We Collect:

We collect personal information, such as your name and phone number, when you opt in to receive SMS/MMS communications. Additionally, we may collect device and location data for regulatory compliance.

### How We Obtain Consent:

By opting into our messaging services – whether through online forms, text message keywords, or other methods – you provide explicit consent to receive SMS/MMS messages. We do not send messages without prior opt-in.

### How We Use Information:

The information we collect is used solely to send notifications, alerts, marketing communications, and to comply with 10DLC regulations.

### We Do Not Sell Your Information:

We will never sell your personal information, including your mobile opt-in details, to third parties for marketing purposes. Your data is used only for the purposes outlined in this policy.

### Sharing of Information:

We may share your information with trusted third-party providers who assist us in delivering messaging services. However, we do not disclose or share consumer mobile opt-in information.

### Opting Out:

You can opt out at any time by replying with “STOP”.

### Messaging Terms & Conditions:

When you opt-in to receive SMS/MMS communications from Mountain West Jewelers, you agree to receive customer care, marketing, account notification, and delivery notification type messages. Frequency may vary. Message & Data rates may apply. Text STOP to opt out, Text HELP for assistance, or reach us at 435-781-1221.

### Your Privacy Rights:

You have the right to access, correct, or delete your personal information. To exercise these rights, please contact us at 435-781-1221.

#### Updates to This Policy:

This policy may be updated periodically to reflect changes in regulations or business practices. Please review it regularly.

#### Contact Information:

If you have any questions or concerns regarding this policy, please do not hesitate to contact us at 435-781-1221.