

SMS Privacy Policy for GMD LUXURY

Effective Date: *March 3rd, 2025*

GMD Luxury ("we," "our," or "us") is committed to protecting the privacy of our clients. This SMS Privacy Policy explains how we collect, use, store, and share information collected through SMS communications related to our limousine transportation services. By engaging with us via SMS, you agree to the practices outlined in this policy.

1. Information We Collect

When you communicate with us via SMS, we may collect the following information:

- **Personal Information:** This includes your name, phone number, travel details (such as pickup location, destination, and travel dates), and payment information (if provided via SMS).
- **SMS Content:** The content of your messages, including booking requests, service inquiries, or any other communication related to our services.
- **Usage Data:** Information about your interactions with our SMS system, such as timestamps, service preferences, and response rates.

2. How We Use Your Information

We may use the information we collect through SMS for the following purposes:

- **Booking and Reservations:** To process your transportation requests, confirm bookings, and provide details about your ride.
- **Customer Support:** To address your inquiries, provide assistance, or resolve issues regarding our services.
- **Promotions and Notifications:** To send updates about our services, promotional offers, or relevant information you've opted in to receive.
- **Service Improvement:** To improve our services, tailor offerings to your preferences, and optimize your experience.
- **Legal Compliance:** To comply with applicable legal obligations or respond to legal requests when necessary.

3. Data Sharing and Disclosure

We may share your information in the following situations:

- **Service Providers:** We may share your data with trusted third-party service providers who help operate our SMS system or assist in providing transportation services (e.g., payment processors, ride scheduling platforms).
- **Legal Obligations:** We may disclose your information if required by law, or to protect our rights, property, or safety.
- **Business Transfers:** In the event of a merger, acquisition, or sale of company assets, your information may be transferred to the new owner or entity.

4. International Data Transfers

As a global limousine company, your personal data may be transferred and processed in countries outside of your country of residence, where privacy laws may differ. By using our SMS services, you consent to the transfer of your data to these locations.

5. Data Retention

We will retain your personal information only for as long as necessary to fulfill the purposes for which it was collected or as required by law. If you request the deletion of your information, we will retain only the data necessary to fulfill legal or business obligations.

6. Your Rights

Depending on the jurisdiction you are located in, you may have the following rights:

- **Access:** You may request a copy of your personal data.
- **Correction:** You may update or correct inaccurate information.
- **Deletion:** You may request the deletion of your personal data, subject to legal obligations.
- **Opt-out:** You can opt-out of receiving promotional SMS messages at any time by following the opt-out instructions in any SMS message or by contacting us directly.
- **Withdrawal of Consent:** If you have provided consent for any specific use of your information (such as marketing), you may withdraw that consent at any time.

7. Security

We implement industry-standard security measures to protect your personal information. However, no method of transmission over the internet or method of electronic storage is 100% secure, and we cannot guarantee absolute security.

8. Opt-Out of Marketing Messages

If you no longer wish to receive promotional or marketing SMS messages from us, simply reply with **"STOP"** to any of our messages, and we will promptly remove you from our marketing list.

9. Changes to This Privacy Policy

We may update this SMS Privacy Policy from time to time to reflect changes in our practices, services, or legal requirements. When we update this policy, we will update the "Effective Date" at the top of the policy. We encourage you to review this policy periodically for any changes.

10. Contact Us

If you have any questions or concerns about our Privacy Policy or wish to exercise your rights, please contact us at:

- **Email:** info@gmdluxury.com
- **Phone:** (203) 609-3855
- **Mailing Address:** 7 Danbury Rd, Wilton, CT 06897