

Rock Lake Christian Assembly (RLCA) is committed to respecting the privacy of all individuals who engage with our ministry. This Privacy Policy outlines how we collect, use, and protect personal information, specifically for our SMS texting communications, registration processes, and other interactions.

## **Information We Collect**

In the course of providing services, RLCA may collect the following types of personal information from our campers and their families:

1. **Contact Information**
  - Name, phone number, email address, and mailing address.
2. **Health Information**
  - Health-related data required to ensure the well-being of campers during their time at camp. In compliance with legal requirements, family-provided health information is retained for three years, while health records generated at camp sessions are retained permanently.
3. **Payment Information**
  - If applicable, we collect credit card or other payment information for registration and point-of-sale transactions. This information is handled securely and solely for the purpose of processing payments.

## **Use of Information**

The personal information collected by RLCA is primarily used to:

- Ensure the health, safety, and well-being of campers.
- Facilitate camp registration and camp-related transactions.
- Communicate with campers, parents, and families about camp activities, news, and follow-up support.

## **Sharing Information with Local Churches**

On occasion, RLCA may share contact information with local churches to enable follow-up engagement with campers. In these cases, RLCA will seek prior consent from families before sharing any contact details.

## **Third-Party Sharing and Promotional Purposes**

RLCA does **not** share or sell any personal information with third-party organizations for promotional purposes. Opt-in data and other information collected from our campers and families are exclusively used within the ministry and are not disseminated to third parties for marketing purposes.

## **Opt-Out Policy**

Individuals may opt out of receiving SMS communications from RLCA at any time by texting or replying with keywords such as "STOP," "UNSUBSCRIBE," or "QUIT."

## **Contact Us**

For more information about RLCA's privacy practices, to request changes to your information, or to ask questions regarding this policy, please contact us by phone at 989-268-5377 or by email at [info@rlca.org](mailto:info@rlca.org).

This Privacy Policy ensures that all information collected is handled responsibly, with a commitment to maintaining confidentiality and the highest standards of data protection.