

This Privacy Policy governs the manner in which Aladdin, located at 1201 E Russell St, Sioux Falls, SD 57104, and contactable via phone at 605-274-7088, collects, uses, maintains, and discloses information collected from users (each, a "Customer") of the SMS marketing services offered by Aladdin.

1. What is SMS Marketing?

SMS marketing refers to the practice of sending promotional and informational messages via text messaging to customers who have consented to receive such communications.

2. Benefits of SMS Marketing

2.1. **Saves Time and Money:** SMS marketing enables cost-effective and efficient communication, saving time and resources for both Aladdin and its customers.

2.2. **Extended Reach:** SMS marketing allows Aladdin to reach a wider audience instantly, delivering time-sensitive offers, updates, and information.

2.3. **Customizable:** Messages sent via SMS can be personalized, allowing Aladdin to tailor content based on customers' preferences and behaviors.

3. Privacy and Anti-Spam Requirements for Businesses That Engage in SMS Marketing

3.1. Federal Anti-Spam Laws

3.1.1. **CAN-SPAM:** Aladdin complies with the Controlling the Assault of Non-Solicited Pornography And Marketing (CAN-SPAM) Act, ensuring that SMS communications maintain transparency and provide opt-out mechanisms.

3.2. State and Global Privacy Laws

3.2.1. **The CCPA:** Aladdin acknowledges and respects the rights provided under the California Consumer Privacy Act (CCPA), ensuring the protection of California residents' privacy rights.

3.2.2. **The GDPR:** Aladdin acknowledges the requirements of the General Data Protection Regulation (GDPR) regarding the processing and protection of personal data of individuals in the European Union.

4. Anti-Spam and Privacy Law Compliance

Aladdin ensures compliance with anti-spam and privacy laws by obtaining express consent before sending marketing messages, providing opt-out mechanisms, and safeguarding customer data.

5. SMS Marketing Privacy Policy

5.1. **Types of Personal Information Collected and Why:** Aladdin collects personal information such as phone numbers and usage data to deliver relevant and tailored SMS marketing messages.

5.2. **Selling or Sharing Personal Information:** Aladdin does not sell or share customers' personal information to third parties for marketing purposes.

5.3. **Consumer Rights:** Customers have the right to access, correct, and delete their personal information, as well as the option to opt-out of receiving SMS marketing messages.

5.4. **Privacy Policy Access:** Aladdin's Privacy Policy is accessible on its website and available upon request.



6. Terms and Conditions for SMS Marketing

- 6.1. **Contact Information:** Aladdin's contact information is provided at the beginning of this Privacy Policy.
- 6.2. **Opting Out:** Customers can opt-out of receiving SMS marketing messages by following the instructions provided in each message.
- 6.3. **Associated Costs:** Message and data rates may apply for SMS marketing messages depending on the customer's mobile plan.
- 6.4. **Limitation of Liability:** Aladdin limits its liability concerning the use of SMS marketing services and information provided therein.
- 6.5. **Mobile Terms:** By participating in SMS marketing, customers agree to receive automated marketing messages from Aladdin.
- 6.6. **SMS-Specific Terms and Conditions:** Additional terms and conditions specific to SMS marketing are provided to customers upon signup.
- 6.7. **Terms and Conditions Access:** Aladdin's Terms and Conditions Agreement is accessible on its website and available upon request.

7. Summary

Aladdin values its customers' privacy and complies with applicable anti-spam and privacy laws. By engaging in SMS marketing with Aladdin, customers agree to the terms outlined in this Privacy Policy and Terms and Conditions Agreement.

