



## **PRIVACY POLICY REGARDING SMS MARKETING USAGE**

### **Your Privacy Matters**

Basketball World Toronto respects your privacy and is committed to complying with all applicable Canadian laws and regulations, including the Canadian Anti-Spam Legislation (CASL). This Privacy Policy outlines how we collect, use, and protect your personal information when you opt-in to receive SMS marketing messages.

### **Information We Collect**

When you opt-in to receive SMS marketing messages, we collect your mobile phone number. We do not share this information with any third parties.

### **How We Use Your Information**

We use your mobile phone number solely to send you SMS marketing messages about our products, services, and promotions. We will only send messages at a reasonable frequency and will respect your decision to opt out at any time.

### **Data Rates**

Please be aware that standard message and data rates may apply to your mobile device when receiving SMS messages or responding to our messages.

### **Opt-Out**

You can opt out of receiving SMS marketing messages at any time by replying "STOP" to any message.

### **Security**

We take reasonable measures to protect your personal information from unauthorized access, use, or disclosure. However, please note that no method of transmission over the Internet or electronic storage is 100% secure.

### **Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. We will notify you of any significant changes by posting the revised policy on our website.

### **Contact Us**

If you have any questions or concerns about this Privacy Policy or our SMS marketing practices, please contact us at [info@bwt.ca](mailto:info@bwt.ca)

### **Updates**

We reserve the right to make changes to this policy. We encourage you to periodically check back and review this policy so that you always will know what information we collect, how we use it, and to whom we disclose it. Any changes to this policy will be posted.