

**Iowa Valley Community College District**  
**SMS/MMS Text Messaging Privacy Notice**  
**Effective Date: 11/17/2025**

**Overview**

Iowa Valley Community College District (IVCCD) is committed to protecting the privacy of our students, employees, and community members. This privacy notice outlines how IVCCD collects, uses, and safeguards personal information related to SMS (Short Message Service) and MMS (Multimedia Messaging Service) text messaging.

**SMS Privacy Policy**

Iowa Valley Community College District does not share your information, including your cell phone number, with third parties or affiliates for marketing or promotional purposes. However, as required by federal law (Solomon Amendment), the District may disclose student contact information, including phone numbers, to United States military recruiters upon official request and in accordance with applicable regulations.

**How We Collect Information**

**Direct Collection**

Information you provide when responding to text messages, including:

- Opt-out preferences
- Content of your text message responses

**IVCCD Systems**

We may import personal information from IVCCD systems and sources (ERP/SIS, LMS, official records). This information may include:

- Name and phone number

**Automated Collection**

Metadata from SMS/MMS platforms (J1 Comms+, Zoom Phone) such as:

- Device information, carrier, delivery status, error codes

**How We Use This Information**

IVCCD uses collected information, including that sent via SMS/MMS, to:

- Communicate important deadlines, registration updates, appointments, and emergency alerts
- Provide academic, administrative, and technology-related information
- Support recruitment, admissions, alumni relations, and fundraising
- Promote college events, programs, and outreach activities
- Facilitate internal communications and coordination among employees

We may also use your information as necessary to comply with applicable laws, regulations, contractual obligations, and court or administrative orders.

### **Consent to Receive Messages**

IVCCD only sends SMS/MMS messages to recipients who have provided explicit consent. Consent may be collected through:

- College webforms with opt-in checkboxes
- Verbal consent during official interactions
- Written opt-in forms
- Email links leading to SMS sign-up pages
- Inbound SMS initiated by users (texting the Helpdesk)
- Social media campaigns with clear opt-in steps

### **Emergency Messages**

In situations involving the safety or health of the college community, IVCCD may send automated texts to mobile numbers without prior consent as permitted by law.

### **SMS/MMS Disclosure**

Message frequency may vary. Standard message and data rates may apply. Check with your mobile operator for details.

### **Opt-Out and Support**

You may opt out of routine (non-emergency) messages at any time by replying STOP. To re-subscribe, reply START. For assistance, reply HELP, contact the IT Help Desk at [Helpdesk@iavalley.edu](mailto:Helpdesk@iavalley.edu), call 641-844-5555, or visit <https://www.iavalley.edu/ivts/>.

### **Data Sharing and Protection**

No mobile information, including phone numbers, will be shared with third parties or affiliates for marketing or promotional purposes. We also do not share information about who signed up to receive text messages from Iowa Valley Community College District, or your consent to receive texts, with any outside organizations. This information is kept private and will only be shared if required by law, such as compliance with federal regulations like the Solomon Amendment that requires colleges to provide contact information to United States military recruiters under certain circumstances.

### **10DLC Compliance**

This privacy notice supports IVCCD's compliance with 10DLC SMS messaging regulations required by U.S. mobile carriers for business-to-consumer communications.

### **Changes to This Notice**

This privacy notice may be updated periodically. The date of the last update will be posted at the top of this notice

### **Contact Us**

For privacy-related inquiries, please contact Iowa Valley Community College's Chief Information Officer at [mike.mosher@iavalley.edu](mailto:mike.mosher@iavalley.edu).



## **Notice of Nondiscrimination**

Iowa Valley Community College District does not discriminate in its programs, activities, or employment on the basis of race, color, national origin, sex, disability, age, sexual orientation, gender identity, creed, religion, actual or potential family, parental or marital status, or other protected classes. If you have questions or complaints related to compliance with this policy, please contact the District Equity Coordinator, 3702 S. Center Street, Marshalltown, IA 50158, 641-844-5523, [Equity@iavalley.edu](mailto:Equity@iavalley.edu).