

SMS Privacy Policy

Effective Date: April 15, 2026

Mike Watterson Enterprises LLC (“we,” “us,” “our”) respects your privacy and is committed to protecting your personal information. This Messaging Privacy Policy explains how we collect and use information about you when you opt-in to receive SMS (text) messages from us.

Information We Collect

When you opt-in to receive SMS messages from us, we may collect:

- **Your phone number**
 - **Your name**
 - **Your email address**
 - **Your mailing address**
 - **Your basic contact and account information**
 - **Your messaging history with us**
 - **Your consent to receive SMS messages**
 - **Insurance-related service information necessary to support your account**
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How We Collect Your Information

We may collect your information:

- **Directly from you, such as when you provide your phone number verbally, complete a form, request a quote, or engage our services**
 - **Through our internal systems used to manage customer relationships and insurance servicing**
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How We Use Your Information

We use your information to:

- **Respond to customer service and support inquiries**
- **Communicate regarding your insurance policies, quotes, claims, or account updates**
- **Provide important service-related notifications**

- **Operate and manage our business and client relationships**

We do not use SMS messaging for unsolicited marketing purposes.

SMS Consent and Communications

By providing your phone number and opting in, you agree to receive customer care SMS messages from Mike Watterson Enterprises LLC. These messages may include responses to inquiries, policy updates, account information, and other service-related communications.

Message frequency may vary. On average, you may receive 1–2 messages per month.

Message and data rates may apply.

Opt-Out and Consumer Controls

You may opt out of receiving SMS messages at any time by replying:

STOP

After opting out, you will no longer receive SMS messages unless you re-enroll.

For assistance, reply:

HELP

You may also contact us directly at:

- **Phone: 816-732-5512**
 - **Email: no-reply@wattersonagency.com**
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Information Sharing and Use

We do not sell, rent, transfer, or share your personal information, including your phone number or SMS consent opt-in data, with third parties or affiliates for marketing or promotional purposes.

We may share your information only as necessary to:

- **Provide and support our services, including working with insurance carriers**
- **Operate our business through trusted service providers and systems, including platforms such as Vertafore and HawkSoft**
- **Comply with applicable laws, regulations, or legal processes**

Any service providers or subcontractors that we engage are required to:

- Use your information solely to perform services on our behalf
- Maintain the confidentiality and security of your data
- Not use, sell, or disclose your information for any independent purpose

We do not transfer your personal data to external organizations beyond what is strictly necessary to provide our services or comply with legal obligations.

Protection of Information

We implement appropriate technical and organizational safeguards to protect your information, including:

- Multi-factor authentication (MFA) on critical systems
 - Role-based access controls
 - Secure cloud platforms such as Microsoft 365 and Egnyte
 - Restricted access to sensitive customer data
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Data Retention

We retain your information only as long as necessary to:

- Fulfill the purposes outlined in this policy
 - Comply with legal, regulatory, and insurance industry requirements
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Geographic Scope

Our services are provided to customers located in Kansas and Missouri within the United States.

Updates to This Policy

We may update this Messaging Privacy Policy from time to time. If we make material changes, we will post the updated policy on our website with a revised effective date.

Contact Information

Consumers may contact us directly regarding our SMS communications or privacy practices using the following:

- **Phone: 816-732-5512**
- **Email:**
- **402 W. 2nd St., Holden, MO 64040**