

ORDINANCE NO: 2025-07-10

**AN ORDINANCE OF THE TOWN OF OLIVER SPRINGS, TENNESSEE,
ESTABLISHING A PRIVACY POLICY FOR TEXT MESSAGING SERVICES**

WHEREAS the Town of Oliver Springs utilizes text messaging services to communicate with residents and other stakeholders for the purpose of providing updates, alerts, and other information related to municipal services and functions; and

WHEREAS the Town recognizes the importance of safeguarding personal information and is committed to protecting the privacy and security of individuals who use or receive the Town's text messaging services.

**NOW, THEREFORE, BE ORDAINED BY THE MAYOR AND COUNCIL OF
THE TOWN OF OLIVER SPRINGS, TENNESSEE AS FOLLOWS:**

SECTION 1. PURPOSE

The purpose of this Ordinance is to establish a Privacy Policy governing the Town's use of text messaging services in accordance with applicable privacy standards and best practices.

SECTION 2. PRIVACY POLICY FOR TEXT MESSAGING SERVICES

2.1 Information Collected

When an individual opts-in to receive text messages from the Town, the following information may be collected:

- **Phone number** – to send text messages and respond to inquiries.
- **Message content** – retained for the purpose of improving services.
- **Carrier information** – including mobile device and network provider data received automatically.

2.2 Use of Information

The information collected may be used to:

- Send updates and alerts related to Town services and events.
- Respond to inquiries and customer service requests.
- Improve the Town's text messaging service.
- Comply with legal obligations and protect the Town's rights.

2.3 Opt-In and Opt-Out Procedures

- **Opt-In:** By providing a phone number and agreeing to receive text communications, individuals grant permission to receive such messages.
- **Opt-Out:** Individuals may opt-out at any time by replying “STOP” to any Town-issued message. After opting out, no further messages will be sent unless the individual sends “START” to the Town’s number.

2.4 Data Security

The Town will use reasonable administrative, technical, and physical measures to protect the security of personal information. However, no transmission over mobile networks is entirely secure, and the Town cannot guarantee absolute data security.

2.5 Sharing of Information

The Town may share collected information under the following circumstances:

- With **third-party service providers** who support the delivery of text messaging services, subject to confidentiality obligations.
- For **legal compliance**, including subpoenas, court orders, or regulatory requests.
- As part of a **business transfer**, such as a merger or reorganization.
- With **explicit consent** of the individual.
- The Town **will not sell, rent, or otherwise share personal mobile information** with third parties for commercial purposes.

2.6 Children’s Privacy

The Town’s text messaging services are not intended for children under the age of 13. The Town does not knowingly collect or retain information from children. If such data is inadvertently collected, it will be deleted upon discovery.

2.7 Changes to Privacy Policy

This Privacy Policy may be updated from time to time. Updates will be posted publicly, and the effective date will be revised accordingly.

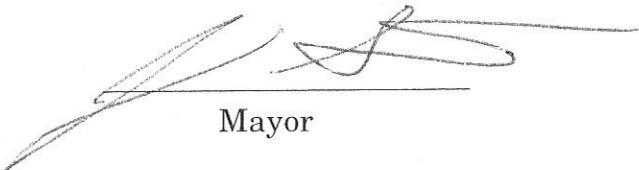
2.8 Contact Information

For questions or concerns regarding this Privacy Policy, please contact the City Manager at the Oliver Springs City Hall.

2.9 Effective Date

This ordinance shall take effect July 10, 2025, the public welfare requiring it.

Adopted this 10th day of July 2025.



Mayor



City Recorder