

## SMS/MMS MOBILE MESSAGING MARKETING PROGRAM PRIVACY POLICY

Reading Is Fundamental (hereinafter, “We,” “Us,” “Our”) is offering a mobile messaging program (the “Program”), which you agree to use and participate in subject to the Mobile Messaging Terms and Conditions and this Privacy Policy (the Terms and Privacy Policy are referred to collectively as the “Agreement”).

Reading Is Fundamental respects your privacy. We will only use information you provide through the Program to transmit your mobile messages. This includes, but is not limited to, sharing information with platform providers, phone companies, and other vendors who assist us in the delivery of mobile messages. **WE DO NOT SELL, RENT, LOAN, TRADE, LEASE, OR OTHERWISE TRANSFER FOR PROFIT ANY PHONE NUMBERS OR CUSTOMER INFORMATION COLLECTED THROUGH THE PROGRAM TO ANY THIRD PARTY.** Nonetheless, we reserve the right at all times to disclose any information as necessary to satisfy any legal, regulatory or governmental request, to avoid liability, or to protect our rights or property. When you complete forms online or otherwise provide us information in connection with the Program, you agree to provide accurate, complete, and true information. You agree not to use a false or misleading name or a name that you are not authorized to use. If, in our sole discretion, we believe that any such information is untrue, inaccurate, or incomplete, or you have opted into the Program for an ulterior purpose, we may refuse you access to the Program and pursue any appropriate legal remedies.

This Program provides children’s literacy tips and activities. You will receive up to one message per month. Upon receipt of messages, you can reply STOP to end or HELP for help. Message and data rates may apply.

The California Consumer Privacy Act (“CCPA”) and California Civil Code Section 1798.83 permits Users of the Program that are California consumers or residents to request certain information regarding our disclosure of the information you provide through the Program to third parties for their direct marketing purposes. To make such a request, please contact us at the following address:

Reading Is Fundamental  
750 First St. NE, Suite 920  
Washington, D.C. 20002  
[LiteracyNetwork@RIF.org](mailto:LiteracyNetwork@RIF.org)

This Privacy Policy is strictly limited to the Program and has no effect on any other privacy policy(ies) that may govern the relationship between you and Reading Is Fundamental in other contexts. This Privacy Policy is located at [www.RIF.org/MSFLI/Privacy](http://www.RIF.org/MSFLI/Privacy).