

MV Church SMS Privacy Policy

Mountain View Church of VA – SMS Privacy Policy

Last Updated: August 22, 2026

Who We Are

Mountain View Church of VA ("we," "us," "our") is located at 55 Love Rd., Lyndhurst, VA 22952. This privacy policy describes how we collect, use, and protect personal information gathered through our SMS (text message) alert program.

Information We Collect

When you opt in to our SMS alerts, we collect:

- Your mobile phone number
- Your name (if provided)
- Your SMS consent and opt-in date/time

How We Collect Your Information

We collect phone numbers and consent through sign-up forms on our website, printed sign-up cards, and keyword opt-in (e.g., texting a keyword to our designated number).

How We Use Your Information

We use your mobile phone number solely to send you church-related bulk alerts, including but not limited to: service schedule changes, weather cancellations, emergency or urgent notifications, and ministry event announcements. We do not use this program for regular conversational texting or marketing promotions.

No Sale or Sharing of Mobile Information

We do not sell, rent, lease, or share your mobile phone number, SMS consent data, or opt-in information with any third parties for their marketing or promotional purposes.

Service Providers

We use Mailchimp (operated by Intuit Inc.) as our SMS delivery platform. Mailchimp processes your phone number and message data strictly to deliver text messages on our behalf. They act as a data processor, not an independent user of your information. For more detail, see [Mailchimp's Privacy Policy](#).

Your Consent

By opting in to our SMS alerts, you provide express written consent to receive text messages from Mountain View Church of VA at the phone number you provide. Consent is not a condition of membership, attendance, or participation in any church program.

Message Frequency

Message frequency varies. You may receive alerts only when the church has time-sensitive information to communicate. We anticipate a low volume of messages (typically fewer than 5 per month - mostly during times of inclement weather).

Message and Data Rates

Standard message and data rates from your wireless carrier may apply.

How to Opt Out

You may opt out at any time by replying **STOP** to any message you receive from us. You will receive a one-time confirmation message, and no further texts will be sent unless you re-subscribe. You may also contact us directly to request removal.

Data Retention

We retain your phone number and consent records for as long as you remain subscribed. If you opt out, we will delete your phone number from our active messaging list within 30 days but may retain opt-in/opt-out records as required for compliance purposes.

Security

We take reasonable measures to protect your personal information from unauthorized access, including using Mailchimp's secure, encrypted platform for data storage and transmission.

Children's Privacy

We do not knowingly collect phone numbers from individuals under the age of 13. If you believe a child has subscribed, please contact us and we will promptly remove their information.

Changes to This Policy

We may update this policy from time to time. Changes will be posted on our website and/or communicated via text. Your continued subscription after changes constitutes acceptance.

Contact Us

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