



PRIVACY POLICY FOR CURBSIDE CONNECT

Effective Date: May 12, 2025

1. Introduction

- Welcome to Curbside Connect (the “Service”), a text marketing service provided by Foodlink, Inc. hereinafter “Foodlink”, “we,” “us,” or “our”). We are responsible for maintaining and protecting the Personal Information you share with us that is under our control.
- By using this Service, you agree to receive text messages from Foodlink to the mobile phone number you provided. Standard message and data rates may apply to messages sent and received through the Service, as determined by your mobile carrier. Foodlink is not responsible for any fees charged by your carrier.
- By using our Service, you agree to comply with and be bound by this Privacy Policy. If you do not agree with this Policy, please do not use the Service.

2. Information We Collect

- The collection of Personal Information will be limited to what is necessary for our intended purposes. The information that you share with us will be retained only for as long as needed to fulfill those purposes or as required by law. We collect your mobile phone number when you opt-in to the Service. You may opt-in via keyword, webform, or at the point-of-sale when you enroll in our loyalty rewards program, Curbside Market Shoppers’ Club.
- You have the option to share your preferred Curbside Market site, your estimated tenure as a Curbside Market shopper and key demographic information including your race/ethnicity, gender identity, age, and preferred language. Sharing this information is not required for use of this Service.

3. How We Use Your Information

- We collect and use your mobile phone number to send and receive information related to our community-based programs, including the Curbside Market, Nutrition Education, Benefit Navigation, and Summer Meals. The information shared with you may include event notices, programming reminders, product promotions, customer engagement and satisfaction surveys, and general updates related to scheduled activities and programming via text message
- If you choose to share your personal and demographic information including race/ethnicity, gender identity, age, and preferred language, any or all of this information may be used for grant reporting purposes.
- Information such as your Curbside Market site preference and primary language, if shared with us, helps us to ensure that our communications are relevant and beneficial to you.
- We do not share your personal information with third parties.

4. Your Rights

- Knowledge and consent are required for the collection, use or disclosure of Personal Information except where required or permitted by law. Providing us with your Personal Information is always your choice. However, your decision not to provide certain information may limit our ability to provide you with certain products or services. In some circumstances, the purposes for which information is collected may be clear, and consent may be implied, such as where your name, address and payment information are provided as part of the transaction.
- You have the right to access, correct, or delete your personal information. To do so, please text us at 855-979-8060 or contact us at CurbsideConnect@FoodlinkNY.org.



5. Security

Your Personal Information will be protected by security safeguards that are appropriate to the sensitivity level of the information we collect. We respect your privacy and are committed to protecting your Personal Information. We take all reasonable precautions to protect your Personal Information from any loss or unauthorized access, use, or disclosure.

6. Changes To This Policy

We may update or modify this Privacy Policy at any time. Any changes will be effective immediately upon posting to our website at FoodlinkNY.org. Upon an effective date, you will receive a text with a link to the updated Terms and Privacy Policy. It is your responsibility to review any updates or modifications made to this Privacy Policy. Your continued use of the Service after such changes constitutes your acceptance of the new Policy.

7. Contact Us

You may direct any questions or inquiries with respect to our privacy policy or our practices by contacting:

Foodlink, Inc.
Attn: Ebony Eli
2011 Mt Read Blvd
Rochester, NY 14615
Ph: (585) 328-3380
Email: CurbsideConnect@FoodlinkNY.org