

SMS Privacy Statement

Effective date: 9/7/2026

Scope

This SMS Privacy Statement explains how Cheese Merchants of America and its Entities (The Business) collect, use, maintain, and share information associated with its business SMS communications.

The business uses SMS for voluntary, low-volume, one-to-one conversations between authorized company employees and current employees, job applicants, customers, vendors, service providers, business partners, and other individuals with whom the company has an existing or legitimate business relationship.

Information We Collect

When you communicate with the business by SMS, we may collect:

- Your mobile telephone number;
- The content of messages exchanged;
- The date and time of messages;
- Consent, opt-in, opt-out, and help-request records;
- The identity or business role of the company representative involved; and
- Other information you voluntarily provide during the conversation.

How We Use SMS Information

The business may use information received through SMS to:

- Respond to questions and requests;
- Provide Human Resources or employee assistance;
- Coordinate appointments, schedules, deliveries, services, or other business activities;
- Communicate with customers, vendors, service providers, and business partners;
- Provide requested information or follow-up;
- Maintain appropriate business and compliance records;
- Protect company systems, personnel, and operations; and

- Meet applicable legal, regulatory, or contractual requirements.

Information Sharing

The business does not sell mobile telephone numbers, SMS consent records, or SMS message information.

Mobile information will not be shared with third parties or affiliates for marketing or promotional purposes. **Mobile opt-in information will not be shared with third parties for marketing purposes.**

Information may be disclosed to service providers that support the operation, security, delivery, storage, or administration of the SMS service, including Microsoft and participating telecommunications providers. These providers may process information only as necessary to provide their services and subject to applicable contractual or legal protection.

Information may also be disclosed when reasonably necessary to comply with law, respond to legal process, protect the rights or safety of individuals, investigate misuse, or protect Cheese Merchants of America's legitimate business interests.

Information Security and Retention

The business uses reasonable administrative, technical, and organizational safeguards to protect information associated with its SMS service.

SMS should not be considered a secure channel for highly sensitive information. Do not send Social Security numbers, banking credentials, payment-card information, passwords, detailed medical records, or other highly sensitive information by SMS.

SMS information may be retained for as long as reasonably necessary to support the applicable business purpose, comply with company record-retention requirements, resolve disputes, enforce agreements, and satisfy legal or regulatory obligations.

Your Choices

Participation in SMS communication is voluntary.

You may reply **STOP** to discontinue messages from the specific number involved in the conversation. You may reply **START** to resume messages or **HELP** for assistance.

Opting out of SMS does not prevent the business from contacting you through another appropriate channel when permitted or required.

Contact Us

Questions concerning this SMS Privacy Statement or the company's use of SMS may be directed to:

Cheese Merchants of America

1301 Schiferl Rd.

Bartlett, IL 6013

Email: info@cheesemerchants.com

Telephone: 630-221-0580

Website: www.cheesemerchants.com