

# SMS PRIVACY & DATA PROTECTION POLICY

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AMERICAN ASSET MANAGEMENT, INC. is committed to safeguarding personal data collected through our SMS communications. This **SMS Privacy and Data Protection Policy** serves to assure compliance with global data protection laws such as the General Data Protection Regulation (GDPR), Telephone Consumer Protection Act (TCPA), and other applicable regulations, specifically addressing the unique aspects of data handling within SMS services.

## How we use SMS

AMERICAN ASSET MANAGEMENT, INC. does not use SMS for marketing purposes or promotional purposes. SMS is used only for as needed communications with clients, prospective clients or third parties (consultants, vendors, etc). The nature of these communications is informational in nature and not meant to replace regular email or phone communication.

## Collection of Phone Numbers

### For clients:

We collect your phone numbers at the time you onboard with us to be your investment manager.

Clients' opt-in to receive text messages when they sign our client management agreement and provide us with their mobile phone number(s). The management agreement requires that a phone number be entered, and that the client checks a box agreeing to receive SMS messages.

The agreement states that the client may opt out of SMS by texting STOP to any message. Upon our first contact, we ask our clients if they want to keep receiving text messages from us. Clients are directed to our privacy policy [www.americanasset.com](http://www.americanasset.com) and SMS Terms & Conditions [www.americanasset.com](http://www.americanasset.com), which state that no information will be shared with third parties for marketing purposes.

### For prospective clients / third parties:

Recipients message us first after getting our number from our website located at [www.americanasset.com](http://www.americanasset.com) or in the signature of our emails. We do not initiate SMS communications before being contacted first. It is at this time we collect your phone number.

Upon our first contact, we ask our clients and third parties if they want to keep receiving text messages from us.

Our website contains our privacy policy [www.americanasset.com](http://www.americanasset.com) and SMS Terms & Conditions, which state that no phone number or consent is shared with third parties Firm website

You may opt out of SMS communication in written communication to us or by texting STOP.

## Information we Collect

This includes mobile phone numbers, text message content, account information, transaction details, and, depending on the context, may include other personal identifiers.

## How we Use Your Information

Personal data collected via SMS will only be used to:

Provide you with financial information and services

Respond to your inquiries and provide customer support

Send important account-related updates

Provide timely customer support

Ensure compliance with applicable laws and regulations.

## Sharing your Information

We do not share your personal or mobile information with third parties for marketing purposes without your explicit consent.

Data sharing is strictly limited to fulfilling our business purposes and providing these services to you.

We do not share your information with third parties, except when required by law, such as responding to a legal request, court order, or governmental agency.

We do not transfer consumer data to external organizations without consent and we have implemented strict policies to prevent unauthorized sharing of user data

SMS consent and phone numbers will not be shared with third parties or affiliates for marketing purposes.

For any questions or concerns about our privacy practices, please contact American Asset Management at 561-955-8500

## Consent

By using our SMS services, you consent to the terms and conditions outlined in this SMS Privacy Policy. If you do not agree with these terms, please refrain from using our SMS services. **Message and data rates may apply.**

## Unsubscribing from SMS messages:

Subscribers can opt out of receiving SMS messages at any time by:

To opt out of future communications text STOP or Unsubscribe

Replying with the word "STOP" to any of our SMS communications.

All Parties: Requesting in writing to AMERICAN ASSET MANAGEMENT, INC. not to be contacted by SMS.

Clients only may also request directly to our client services team or investment advisor AMERICAN ASSET MANAGEMENT, INC. in writing not to be contacted by SMS.

## **Managing subscriber list**

We ensure that all individuals on our subscriber list have agreed to receive messages. Regular checks are conducted to maintain compliance with legal standards.

We maintain the accuracy of our subscriber lists by updating them regularly to remove opt-outs and correct any errors in subscriber information.

All subscriber data is securely stored and protected against unauthorized access, use, or disclosure.

Once you have opted out, we will not send you any more SMS messages, nor will we sell or transfer your phone number to another party.

## **Protection measures**

Strong security measures, including encryption and secure data storage, are implemented to protect data from unauthorized access or breaches.

Data subjects have the right to:

Access, correct, and request the deletion of their personal data.

Withdraw consent at any time by opting out of SMS communications.

Lodge a complaint with a data protection authority if they believe their data is not being handled appropriately.

In the event of a data breach, AMERICAN ASSET MANAGEMENT, INC. will promptly notify affected individuals and relevant authorities, providing details of the breach and any actions taken to address it.

### **Changes to this Policy**

AMERICAN ASSET MANAGEMENT, INC. will regularly review and update this policy to comply with new regulations and ensure the highest level of data protection. Compliance with this policy will be monitored and enforced by the COO.

This policy will be reviewed and updated annually or as needed to meet regulatory requirements and address emerging privacy challenges.

## **TERMS & CONDITIONS**

- **Message Types:**
  - Responding to questions and requests
- **Message Frequency:**
  - monthly
- **Cost Notice:**
  - 'Message and data rates may apply.'
- **Unsubscribe Instructions:**
  - 'Text STOP to unsubscribe.'
- **Assistance Instructions:**
  - 'Text HELP for assistance.'

## **Contact Us**

If you have any questions or concerns, please contact us at: 561-955-8500