

Privacy Policy for Research-Related SMS Communications

This Privacy Policy describes how researchers at Dartmouth College, in connection with the **Car Buying Study**, collect, use, and protect your information, particularly your mobile phone number, in relation to our study-related SMS messaging service.

By consenting to participate in our study and providing us with your mobile phone number, you agree to the practices described in this policy.

SMS Messaging Privacy

We are committed to protecting your mobile information. This section outlines our privacy practices specifically for text message communications.

- **Data Collection & Purpose:** We only collect your mobile phone number to send you study-related updates that you have consented to receive.
 - **No Sharing for Marketing:** We do not sell or share your mobile phone number with third parties for marketing purposes. Your mobile information will not be used for any marketing or promotional activities.
 - **Service Providers:** Your mobile data may be shared with our trusted service providers (e.g., SMS platform) for the sole purpose of delivering the messages you have requested.
 - **Opt-Out:** Message frequency may vary. Msg & data rates may apply. You can revoke your consent and opt out at any time by replying to any of our messages with the word **STOP**.
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Information We Collect

We collect your mobile phone number and any other personal information you provide to us when you consent to receive SMS messages as part of our research study. The information we collect is limited to what is necessary for the purposes of the study and its communications.

How We Use Your Information

The primary purpose of collecting your mobile phone number is to provide you with important information, updates, and reminders directly related to the **Car Buying Study**. We will only use your mobile number for the following purposes:

- Sending you study-related updates and announcements.
 - Sending you reminders for study tasks or appointments.
 - Communicating important changes or information about the study.
 - Responding to your direct inquiries about the study.
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Disclosure of Information

We will not sell, rent, or lease your personal information, especially your mobile phone number, to third parties for marketing or any other commercial purposes. We may, however, disclose your information under the following circumstances:

- **Authorized Personnel:** Your data may be accessed by Dartmouth College researchers and staff who are directly involved in the management and execution of this specific research study and who have been trained on data privacy protocols.
 - **Research Oversight:** Your data may be shared with the Dartmouth College Institutional Review Board (IRB) or other regulatory bodies for the purpose of research oversight, audit, and ensuring compliance with ethical standards.
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Your Rights

You have the right to withdraw your consent to participate in this study and to stop receiving communications from us at any time.

- **Opting Out of SMS:** As stated above, you can stop receiving SMS messages by replying with the word **STOP**. This will immediately remove you from our SMS communication list.
 - **Withdrawing from the Study:** To fully withdraw your consent and request the deletion of your data from the study records, please contact us using the information provided below.
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Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact the research team at:

car.buying.study@dartmouth.edu