



SMS Privacy Policy

Effective Date: July 17, 2026

Note: This Policy applies to SMS Communications Only. It does not supersede Marshall B. Ketchum University's general Privacy Policy, available **here** ([Privacy Policy](#)).

Marshall B. Ketchum University ("MBKU," "we," "us," or "our") is committed to protecting your privacy. This SMS Privacy Policy explains how we collect, use, share, and protect your personal information when you receive text messages from us. By subscribing to our SMS messaging service, you consent to the practices described in this policy.

Messaging (SMS) Terms & Conditions

By opting in, you agree to receive informational and conversational text messages from Marshall B. Ketchum University, which may include appointment reminders, admissions and enrollment updates, financial aid notices, academic and registration alerts, campus safety and emergency notifications, event invitations, alumni and advancement communications, and general University updates.

Message frequency may vary. Message and data rates may apply. You can opt out at any time by replying **"STOP."** For assistance, reply **"HELP"** or visit our [Privacy Policy](#).

SMS opt-in consent and phone numbers collected for the purpose of SMS messaging are not shared with any third parties for marketing purposes under any circumstances.

1. Information We Collect

When you subscribe to receive SMS messages from us, we may collect the following types of information:

- **Phone Number:** We collect your mobile phone number to send you text messages.
- **Opt-In Information:** If you opt in to receive text messages from us, we store your consent information.
- **Message Content:** We may collect the content of messages you send to us.

2. Use of Your Information

We use the information we collect to:

- Send you text messages related to MBKU's academic programs, patient care, admissions, campus services, events, alumni engagement, and University updates.
- Provide support related to SMS communications.
- Improve our services and communications.
- Ensure compliance with applicable laws and regulations.

3. Sharing Your Information

We do not share your personal information with third parties except in the following cases:



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- **Third-Party Vendors:** We may share your personal information with third parties that help us deliver our messaging services, such as messaging platform providers and telecommunications carriers.
- **Legal Compliance:** We may disclose your personal information when required by law, such as in response to legal requests or government inquiries.

No personal data will be shared with third parties for marketing purposes. Your opt-in data and consent for receiving SMS will not be shared with third parties.

4. Data Security

We take reasonable and appropriate security measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction.

5. Opting Out

You have the right to opt out of receiving text messages from us at any time. To do so, reply **"STOP"** to any message you receive from us. Once you opt out, you will no longer receive text messages from us.

6. Minors

Our SMS service is intended for current students, prospective students, faculty, staff, alumni, and other adults affiliated with Marshall B. Ketchum University. We do not knowingly collect personal information via SMS from individuals under the age of 18 who are not otherwise affiliated with the University in an appropriate capacity. If we determine that personal information has been collected from an individual under 18 without appropriate authorization, we will take steps to delete that information.

7. Changes to This Policy

We may update or modify this SMS Privacy Policy from time to time. If there are significant changes in how we handle your personal information, we will notify you by text message, email, or by posting a notice on our website.

8. Contact Us

If you have any questions or concerns regarding this SMS Privacy Policy or your personal information, please contact us at:

Marshall B. Ketchum University
2575 Yorba Linda Blvd,
Fullerton, CA 92831
714.449.7400

This SMS Privacy Policy applies to text messaging services provided by Marshall B. Ketchum University and is effective as of the date indicated above.