

New Way Equipment Home & Pool Center is committed to protecting your privacy and ensuring that your personal information is handled in a safe and responsible manner. This Privacy Policy outlines how we collect, use, and protect your personal information when you engage with us through SMS communications. Mobile information will not be shared with third parties or affiliates for marketing or promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

Website: <https://www.newwaypools.com/>

Phone Number: 585-226-3950

By opting in to receive SMS messages from New Way Equipment Home & Pool Center, you agree to the terms outlined in this Privacy Policy and our SMS Terms and Conditions. If you have any questions or concerns, please contact us directly.

1. SMS Consent Communication

When you opt-in to receive SMS communications from New Way Equipment Home & Pool Center, we collect your phone number and any other necessary information to communicate with you via text messages. This information is not shared with third parties for marketing purposes. We respect your privacy and are committed to keeping your data secure.

2. Types of SMS Communications

If you have opted in to receive SMS messages from New Way Equipment Home & Pool Center, you may receive messages regarding the following:

- Customer support
- Follow-up on Inquiries
- Billing Questions
- Promotions

3. Message Frequency

The frequency of SMS messages may vary based on the type of communication you are receiving. For example, you may receive up to 3 SMS messages per week regarding customer support, billing inquiries, or other related communications.

4. Potential Fees for SMS Messaging

Please note that standard message and data rates may apply, depending on your carrier's pricing plan. These fees may vary if the message is sent domestically or internationally.

5. Opt-In Method

You may opt in to receive SMS messages from New Way Equipment Home & Pool Center in the following ways:

- Verbally, during a conversation with a representative

- By initiating an SMS message to 585-226-3950
- Written, during a visit onsite.

6. Opt-Out Method

You have the right to opt-out of receiving SMS messages at any time. To do so, simply reply "STOP" to any SMS message you receive from New Way Equipment Home & Pool Center. Alternatively, you can contact us directly at 585-226-3950 or newway@newwaypools.com to request removal from our messaging list.

7. Help and Support

If you are experiencing any issues or need assistance, you can reply with the keyword "HELP" to any SMS message you receive. Alternatively, you can contact us directly at 585-226-3950, newway@newwaypools.com, or visit our website at <https://www.newwaypools.com/> for more information.