SMS Privacy Policy

Effective Date: November 11, 2026

Mid Mo Car Keys ("Mid Mo Car Keys," "we," "us," or "our") is an automotive key cutting and programming business located in Lebanon, Missouri. We provide mobile and in-store automotive key cutting, key and remote programming, and related services. This Privacy Policy explains what information we collect, how we use and protect it, and when we may share it, including when customers communicate with us by SMS text message.

By using our services or communicating with us, you acknowledge that you have had the opportunity to review this Privacy Policy. Where consent is required for a particular use of information or SMS communication, we will obtain that consent separately.

1. Information We Collect

We may collect information that you provide when you contact us, request a quote or service, schedule an appointment, or communicate with our staff. This may include:

- Contact information, such as your name, mobile or other phone number, email address, and service address or location.
- Vehicle and key information, such as vehicle year, make, model, VIN (if provided), key or remote type, and descriptions or photographs of keys, remotes, or vehicle-related documents that you choose or are asked to provide.
- Service and appointment information, such as the service requested, appointment date and time, location, technician notes, and details needed to identify or complete the requested work.
- Communications, including calls, text messages, emails, photographs, and other information you send us, along with records of customer requests and SMS opt-out requests.
- Payment information needed to process payment. Payment card details may be handled by our payment processor rather than stored by us.

2. How We Use Your Information

We use information we collect for legitimate business purposes related to the services you request, including to:

- Respond to inquiries and provide quotes or information about requested automotive key, remote, and programming services.
- Identify the correct key, remote, parts, equipment, and service procedure for your vehicle.
- Request or review vehicle details and photographs you provide, including photographs of keys or remotes and, only when reasonably necessary, other documents used to verify a service request or authorization.
- Schedule appointments and coordinate service locations, technician arrival, and service completion.
- Communicate with you about questions, estimates, appointment details, and the specific service you requested.
- Maintain business, transaction, service, communication, and consent records.
- Process payments, prevent fraud, protect our business and customers, and comply with applicable legal obligations.

We do not use SMS under this customer-service messaging program to send advertising, promotional offers, or marketing campaigns.

3. SMS Text Messaging

3.1 Customer-Initiated Conversations

Our SMS messaging is intended for two-way customer service about automotive key, key fob, remote, and programming services. Customers generally initiate an SMS conversation by sending a text message to our business number. A customer may include a question, vehicle information, or photographs of a key or remote to help us understand the service being requested.

When a customer initiates a text conversation, we may reply within the scope of that inquiry to ask follow-up questions, clarify vehicle or key information, discuss the requested service, or coordinate the service the customer asked about. We do not treat an incoming text as permission to send unrelated messages, marketing, or promotional content.

If we need to send a text to a customer who has not first texted us, we will obtain any consent required by applicable law before sending it. We do not make SMS consent a condition of purchasing our services.

3.2 Message Purpose

Messages may include:

- Questions needed to understand or respond to a customer's service inquiry.
- Requests for vehicle year, make, model, VIN, or photographs of a key or remote when relevant to the requested service.
- Answers to questions about the service the customer contacted us to discuss.
- Appointment or service-location coordination when requested or agreed to by the customer.

We do not send unsolicited marketing, advertising, promotional, or bulk SMS messages.

3.3 Message Frequency and Rates

Message frequency depends on the customer's inquiry and the service being discussed. The number of messages will vary. Standard message and data rates may apply based on the customer's mobile carrier plan.

3.4 Opt-Out and Help

A customer may opt out of SMS messages by replying STOP. After an opt-out request is received, we will not send further SMS messages to that number unless the customer later initiates a new conversation or otherwise provides valid consent, as permitted by applicable requirements. Opting out of SMS does not affect the customer's ability to contact us by phone, email, or in person.

For help, a customer may reply HELP or contact us using the information in Section 12. We support standard opt-out keywords, including STOP, STOPALL, UNSUBSCRIBE, CANCEL, END, and QUIT, where supported by our messaging provider.

3.5 Carrier Disclaimer

Wireless carriers are not liable for delayed or undelivered messages. Message delivery may be affected by carrier coverage, network conditions, or other factors outside our control.

4. SMS Privacy and No Marketing Sharing

We do not sell or share mobile phone numbers, SMS opt-in information, or SMS consent records with third parties or affiliates for their own marketing or promotional purposes. SMS consent and opt-in data will not be shared with third parties except with service providers as necessary to deliver the messaging service or as required by law.

Our SMS provider and other service providers may process limited information on our behalf solely to provide services to us, such as delivering messages, maintaining systems, or supporting our business. They are not authorized by us to use SMS consent information for their own marketing or promotional purposes.

5. Other Limited Data Sharing

We may share personal information in these limited circumstances:

- Service providers and contractors that help us operate our business, such as messaging, payment processing, scheduling, or information technology providers, and only as reasonably necessary for their services.
- Legal and safety purposes, including when required by law, legal process, or a government request, or when reasonably necessary to protect the rights, property, or safety of Mid Mo Car Keys, our customers, or others.
- Business transfers, such as a merger, acquisition, or sale of all or part of our business. Any transfer will remain subject to applicable law and the commitments in this Privacy Policy concerning SMS consent information.

We do not sell personal information.

6. Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, use, alteration, or disclosure. Access is limited to people who need the information for their work, and we seek to use secure methods when transmitting sensitive information. No method of electronic storage or transmission is completely secure, so we cannot guarantee absolute security.

7. Data Retention

We retain personal information for as long as reasonably necessary to respond to inquiries, provide services, maintain business and tax records, document communications and consent, comply with legal obligations, resolve disputes, and enforce our agreements. Retention periods vary depending on the type of information and the reason it was collected.

8. Children's Privacy

Our services are intended for adults who own or are authorized to access the vehicles involved. We do not knowingly collect personal information online from children under 13. If you believe a child has provided personal information to us, please contact us so we can review the situation and take appropriate steps.

9. Your Choices and Privacy Requests

You may contact us to ask about the personal information we maintain, request correction of inaccurate information, or request deletion, subject to applicable legal and recordkeeping requirements. You may opt out of SMS as described in Section 3.4. The privacy rights available to you may depend on the laws of your state.

To make a privacy request, contact us using the information in Section 12.

10. California Privacy Notice

If you are a California resident, California privacy laws may provide additional rights regarding personal information, subject to applicable exceptions. These may include rights to know, access, correct, or delete certain personal information and to opt out of certain sales or sharing. Mid Mo Car Keys does not sell personal information or share mobile information for third-party marketing. To submit a request, contact us using the information in Section 12.

11. Changes to This Privacy Policy

We may update this Privacy Policy to reflect changes in our business practices or legal requirements. We will post the revised policy and update the Effective Date above. Please review this policy periodically.

12. Contact Us

If you have questions or requests regarding this Privacy Policy or your personal information, contact us:

- Business: Mid Mo Car Keys
- Location: Lebanon, Missouri
- Phone: (417) 527-4618
- Email: support@midmocarkeys.com