

10DLC – PRIVACY POLICY & TERMS OF SERVICE

Last Updated: 6/20/2026

Sweet Dreams 10DLC PRIVACY POLICY & TERMS OF SERVICE

Introduction

At Sweet Dreams, we are committed to protecting your privacy. This policy explains how we collect, use, and safeguard personal information in connection with our SMS/MMS messaging services, in compliance with 10DLC regulations.

Information We Collect

We collect personal information, such as your name and phone number, when you verbally provide consent to receive SMS/MMS communications, as described below. We do not collect this information through any online form, website, or text message keyword.

How We Obtain Consent

Consent to receive SMS/MMS messages from Sweet Dreams is obtained verbally only. When you schedule an appointment or speak with our staff by phone or in person, we will verbally ask if you would like to receive text messages regarding appointment reminders, scheduling updates, billing or account notifications, and other customer care information.

We will explain that message and data rates may apply and that you may opt out at any time by replying STOP. Your verbal "yes" is recorded by our staff as your opt-in consent.

We do not obtain consent through website forms, text message keywords, third-party lead forms, or any other written or electronic method.

How We Use Information

The information we collect is used solely to send customer care and account notification communications and to comply with 10DLC regulations.

We Do Not Sell Your Information

We will never sell your personal information, including your mobile opt-in information, to third parties for marketing or promotional purposes. Your information is used only for the purposes outlined in this policy.

Sharing of Information

We may share your information with trusted third-party providers who help us deliver messaging services. However, 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.

Opting Out

You can opt out at any time by replying "STOP" to any message. Once you opt out, you will receive one final confirmation message and no further messages will be sent unless you verbally re-consent with our staff by phone or in person.

Messaging Terms & Conditions

When you verbally opt in to receive SMS/MMS communications from Sweet Dreams—whether by phone when scheduling an appointment or in person during your visit—you agree to receive customer care and account notification messages, including appointment reminders, scheduling updates, billing or account-related communications, and other customer care communications.

Message frequency may vary depending on your appointments and account activity. Message & data rates may apply. Text STOP to opt out at any time, or text HELP for assistance. You may also reach us directly at +1 (801) 477-7657.

Your Privacy Rights

You have the right to access, correct, or delete your personal information. To exercise these rights, please contact us at +1 (801) 477-7657.

Updates to This Policy

This policy may be updated periodically to reflect changes in regulations or business practices. Please review it regularly.

Contact Information

If you have any questions or concerns about this policy, please contact us at +1 (801) 477-7657.