



Title: Admissions SMS Privacy Policy
Effective Date: August 28, 2026
Issuing Authority: Senior Vice President for Enrollment Management
Policy Contact: Assistant Vice President for Enrollment Management Data Systems and Analytics, (478) 301-2650

Purpose

The purpose of this policy is to disclose how SMS messaging is used for admissions-related purposes, what information is collected, how collected information is handled, and how individuals may opt-in and opt-out of the service.

Scope

This SMS privacy policy governs SMS communications sent by Mercer University offices of admissions.

Exclusions

This SMS privacy policy does not cover Mercer Alerts (RAVE) emergency notifications, Mercer Medicine patient communications, or Office of Student Financial Planning communications; separate notices apply.

Definitions

As used in this policy, the following term(s) have the meaning specified below:

Applications: official applications for admission to Mercer University

Events: admissions-related online or in-person events hosted by Mercer University

Inquiries: requests for admissions-related information, including but not limited to digital or print forms that are not an official application for admission

Policy Statement

Mercer University may collect personal information that you voluntarily provide to us, including but not limited to your name, mobile phone number, and information related to your engagement with us. This information may be collected when you complete forms on University-affiliated websites, submit inquiries or applications, register for events, or communicate with us directly. Your contact information may be used to send both informational and promotional communications to you.

By providing your mobile phone number and opting in, you agree to receive SMS messages from Mercer University. Message and data rates may apply. Message frequency may vary. You may opt out of receiving text messages governed under this policy at any time by replying STOP to unsubscribe or HELP for assistance. This SMS privacy policy governs SMS communications sent by Mercer University offices of admissions and does not cover Mercer Alerts (RAVE) emergency notifications, Mercer Medicine patient communications, or Office of Student Financial Planning communications; separate notices apply.

Mercer University does not sell, rent, or share your mobile phone number with third parties for their marketing purposes. We may share your information with trusted service providers solely for the purpose of delivering communications to you from Mercer University. We implement reasonable administrative, technical, and physical safeguards to protect your information.

You may request to access your personal information, correct inaccurate information, or request deletion of your information at any time.

If you have questions about this Privacy Policy or would like to make a request regarding your personal information, contact Mercer University at: (478) 301-2650.

Mercer University reserves the right to modify this SMS Privacy Policy and Terms of Service at any time. Changes will be effective when published on our website with a revised effective date. Your continued participation in the SMS service constitutes your acceptance of such changes.

Terms of Service

By opting in to receive SMS messages from Mercer University, you agree to the following terms:

- You may opt in to receive SMS messages by providing your mobile phone number through digital or print forms, applications, event registrations, or direct communication with us.
- You may receive SMS messages from Mercer University that include both informational and promotional content.
- Message frequency may vary based on your interactions with us.
- Messages may be sent using automated technology or AI-assisted systems.
- Consent to receive SMS messages is not a condition of enrollment or purchase.
- You may opt out of receiving SMS messages by replying STOP to unsubscribe or HELP for assistance.
- Message and data rates may apply depending on your mobile carrier plan.
- Message delivery is subject to your mobile carrier's network availability and is not guaranteed.
- By participating in this service, you confirm that you are the authorized user of the mobile number provided and that you have the authority to consent to receive SMS messages at that number.
- You agree to use this service only for lawful purposes and not to misuse, disrupt, or interfere with the messaging service.

- Your information will be handled in accordance with our applicable SMS Privacy Policy.
- We reserve the right to update the SMS Privacy Policy and Terms of Service at any time. Changes will be effective when published on our website with a revised effective date. Your continued participation in the SMS service constitutes your acceptance of such changes.
- You may contact Mercer University with questions about these Terms of Service at: (478) 301-2650.