

## Privacy Policy for SMS Verification Process-

Effective Date: October 1, 2024

At Medicine Creek Counseling, we prioritize the confidentiality and privacy of our clients. As part of our commitment to ensuring secure communication and protecting your personal information, we adhere to regulations established by Congress and the Federal Communications Commission (FCC) regarding the use of SMS (Short Message Service) verification processes. This Privacy Policy outlines how we collect, use, and protect your information when using SMS verification.

### 1. Purpose of SMS Verification

SMS verification is used to confirm the identity of our clients when accessing secure areas of our website or portal, booking appointments, and receiving important notifications related to your care. This additional layer of security is implemented to protect sensitive information and prevent unauthorized access.

### 2. Information Collected During SMS Verification When You Opt-In

In our business interactions, we may collect contact information such as email address, phone number, mailing address, health insurance information, or even payment information like a credit card number.

**We do not collect any unnecessary personal data, and your phone number is only used for the purposes of verification.**

### 3. Use of Information

The information collected during the SMS verification process is used solely to:

- Verify your identity and secure your access to confidential and personal information.
- Ensure the integrity and security of communication related to your therapy sessions and health information.
- Prevent unauthorized access to sensitive data or accounts.

**Your phone number will not be used for marketing purposes or shared with third parties outside of the verification process, except as required by law or with your explicit consent. All sharing mentioned in this policy excludes mobile opt-in and consent; opt-in information is never shared with anyone for any purpose."**

### 4. Data Protection and Security

We take the following steps to ensure that your personal information is secure:

- Storage: Your phone number and any verification-related data are securely stored and protected against unauthorized access.
- Access: Only authorized personnel within our practice will have access to your phone number and verification information, and only for purposes related to your care.

## 5. Third-Party Services

We may use third-party services (such as telecommunication providers) to facilitate SMS verification. These providers are required to comply with applicable privacy regulations, including those mandated by Congress and the FCC. We ensure that any third-party services used meet strict security and privacy standards.

## 6. Your Rights and Choices

You have the right to:

- Opt-Out: You may opt out of SMS verification at any time by contacting us directly or being using our website to Opt-out at any time. Your choice to Opt-In or Opt-out can also be completed by visiting our website, [www.medicinecreekcounseling.com](http://www.medicinecreekcounseling.com). However, opting out may limit your ability to access certain secure services.
- Access and Correction: You can request access to or correction of the personal information we hold about you, including your phone number used for SMS verification, by contacting us directly.
- Complaints: If you believe your privacy has been compromised, you have the right to file a complaint with our office ( see information below) or directly with the FCC.

## 7. Compliance with Federal Regulations

This policy complies with the regulations set forth by Congress and the Federal Communications Commission, including but not limited to:

- The Telephone Consumer Protection Act (TCPA)
- Communications Act of 1934, as amended
- The Privacy Act of 1974

## 8. Changes to This Policy

We may update this policy from time to time to reflect changes in regulations or our practices. Any updates will be communicated to you through appropriate channels, such as email or SMS, and will be effective upon posting.

## Contact Information

If you have any questions or concerns regarding this privacy policy or the SMS verification process, please contact:

Medicine Creek Counseling  
wendy@medicinecreekcounseling.com  
308-737-3051  
301 Nelson Street  
Cambridge, NE 69022  
Website: [www.medicinecreekcounseling.com](http://www.medicinecreekcounseling.com)

By continuing to use our services and SMS verification process, you acknowledge that you have read and understood this privacy policy.