

## **SMS Text Messages Privacy Policy-Terms & Conditions**

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/change appointments, follow up with clients regarding therapy questions/needs, and even sharing handouts or important information about treatment. An additional layer of security is implemented to protect sensitive information and prevent unauthorized access.

2. Data Collected During SMS Verification When You Opt-In In our business interactions, we may collect contact information such as your name, email address, mobile phone number, mailing address, health insurance information, or even payment information like a credit card number. The information will be collected via the website contact form, email, or third-party services as mentioned below. We do not collect any unnecessary personal data, and your phone number is only used for the purposes of verification.

3. NON-SHARING CLAUSE: We do not share your data with third parties for marketing purposes. Medicine Creek Counseling will not sell, rent, or share the collected mobile numbers.

4. Data Retention- We retain your information as long as you are subscribed to our SMS service. You may request deletion at any time by contacting our office at 308-737-3051.

5. 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.

6. Data Protection and Security We protect your data with secure storage measures to prevent unauthorized access.

7. 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.

8. 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, by texting, by emailing, by using our website, or replying STOP or UNSUBSCRIBE to our email or our phone number (308) 737-3051. After unsubscribing, you will receive a final SMS to confirm you have unsubscribed and we will remove your number from our list within 24 hours. You can send HELP for additional assistance, and you will receive a text including our phone number, email, and website. We are here to help you.

Your choice to Opt-In or Opt-out can also be completed by visiting our website, [www.medicinecreekcounseling.com](http://www.medicinecreekcounseling.com) See our "Contact Us" page. 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.

9. 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

10. MESSAGES AND DATA RATES MAY APPLY. Your mobile carrier may charge fees for sending or receiving text messages, especially if you do not have an unlimited texting or data plan.

11. Messages are recurring, and message frequency varies.

12. 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:

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