

## Communications Privacy Policy

**Effective Date: 8/27/2025**

### Our Commitment to Privacy

At North Alabama Bone & Joint Clinic, we are committed to protecting the privacy and security of your personal information. This Privacy Policy outlines how we collect, use, and protect your data when you communicate with us via text messaging (SMS/MMS).

### Information We Collect

- **Contact Information:** When you provide your mobile phone number to receive text messages from our office, we collect this information for the purpose of communication regarding your healthcare, appointments, or other practice-related information.
- **Usage Data:** We may collect data on how you interact with messages sent from our office, such as whether you open messages or respond to them. This will help us improve our communication services.

### How We Use Your Information

- **Appointment Reminders:** Sending reminders about your scheduled appointments.
- **Health Updates:** Sharing health-related information or updates pertinent to your care.
- **Service Notifications:** Informing you about changes in our office hours, policies, or emergency notifications.
- **Opt-in Confirmation:** Confirming your consent to receive messages from us.

### Consent and Opt-In

- You must explicitly opt-in to receive SMS/MMS communications from our office. This consent can be provided through a checkbox on our website, in-person at our office, or through another opt-in method where you actively agree to receive messages.
- Example opt-in language: "By checking this box and providing your phone number, you consent to receive text messages from North Alabama Bone & Joint Clinic. Message frequency varies. Message and data rates may apply. Reply STOP to unsubscribe."

### Opt-Out Procedures

- You can opt-out of our text messaging service at any time by replying "STOP" to any message you receive from us. We will immediately process your opt-out request, and you will no longer receive messages from us.

### Data Security

- We employ industry-standard security measures to protect your personal data, including encryption for data transmission where feasible.

### **Privacy Policy and Data Sharing**

- **No Third-Party Sharing for Marketing:** We do not share or sell your personal information, including your mobile number or any health data, with third parties for marketing purposes.
- **Service Providers:** Information may be shared with service providers (e.g., SMS gateways) who assist in managing our text messaging services. These providers are bound by confidentiality obligations and are only allowed to use your data as necessary to perform services on our behalf.
- **Legal Compliance:** We may disclose information if required by law or to protect the rights, property, or safety of our patients, our practice, or others.

### **Your Rights**

- **Access and Correction:** You have the right to access, update, or correct the personal information we hold about you. Please contact us to request this.
- **Revocation of Consent:** You can revoke your consent for text communications at any time by opting out as described above.

### **Changes to this Policy**

- We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. Changes will be posted on this page, and we encourage you to review this policy regularly.

### **Contact Us**

- For any questions or to exercise your data rights, please contact us at:
  - Address: 1751 Veterans Drive, Florence, AL 35630, Suite 300
  - Phone: 256-718-3200