



Phone: (423) 869-3700 / (423) 259-3955

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SMS PRIVACY POLICY

Effective January 2, 2024

Claiborne Health & Wellness is committed to safeguarding your privacy and protecting your personal information. This Privacy Policy outlines how we collect, use, and protect information when we communicate with you via SMS (text messages).

1. INFORMATION WE COLLECT

When you communicate with us via SMS, we may collect the following information:

- Your name and phone number.
- Appointment-related details (e.g., reminders, scheduling confirmations, or questions and answers about appointments).

We ensure all communications comply with applicable privacy and security regulations, including the Health Insurance Portability and Accountability Act (HIPAA).

2. HOW WE USE SMS COMMUNICATION

We use SMS messages for the following purposes:

- Sending appointment reminders, confirmations, and cancellations.
- Addressing questions and concerns about upcoming or past appointments.
- Communicating updates related to your care or scheduling.

3. PROTECTION OF YOUR INFORMATION

We use a secure messaging platform to send SMS messages and take the following measures to protect your information:

- Ensuring all SMS communications are encrypted and transmitted securely.
- Restricting access to your personal information to authorized personnel only.

Although we use secure systems, no method of communication is completely risk-free. By consenting to SMS communication, you acknowledge and accept any associated privacy risks.

4. SHARING OF INFORMATION

We will not sell or share your personal information with third parties for marketing purposes. We may share your information only in the following circumstances:

- As required by law or to comply with legal obligations.
- With third-party service providers that facilitate our secure SMS platform.

5. PATIENT RIGHTS AND CHOICES

You have the right to:

- Opt-out of SMS messages at any time by replying "STOP" to any text or by contacting us directly.
- Request access to, correction of, or deletion of the personal information we collect via SMS.

6. CONSENT FOR SMS COMMUNICATION

Before sending SMS messages, we obtain your explicit consent to communicate with you via this method. If you would like to use an alternative form of communication please notify us.

7. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. Updates will be posted on our website with the revised effective date.

8. CONTACT US

If you have any questions about this Privacy Policy or your privacy rights, please contact us at:

Claiborne Health & Wellness
Hands of Time
PO Box 720
Harrogate, TN 37752
(423) 869-3700

By signing I attest that I have read, agree to, and understand this Privacy Policy.

_____ (Signature) _____ (Date)