

Today's Date: \_\_\_\_\_ Patient Name: \_\_\_\_\_

Cell Phone Number: \_\_\_\_\_

May we communicate with you via text messaging? Yes \_\_\_\_\_ No \_\_\_\_\_

## **SMS (Text Messaging) Privacy Policy**

### **Introduction**

At Harvey H. Yamamoto, OD, Inc., we value your privacy and are committed to ensuring the confidentiality and security of your SMS (Text Messaging) communications. This SMS Privacy Policy outlines how we collect, use, and protect your SMS data in compliance with industry standards and regulations.

### **Collection and Use of SMS Data**

When you communicate with us via SMS, we may collect limited information, such as:

- Your phone number
- The content of your messages

We collect this data to facilitate communication, provide support, deliver updates, or share relevant information about our services. We will not use your SMS data for any other purposes without your explicit written consent. Additionally, we do not sell, rent, or share your SMS data with third parties unless required by law.

### **Opt-In Process**

To ensure you have control over your communication preferences, we operate on an opt-in basis for SMS notifications:

1. You will receive an initial opt-in message from our number.
1. Follow the instructions provided to confirm your subscription by replying with "YES."
1. Once confirmed, you will receive a follow-up message acknowledging your successful enrollment in our SMS communication system.

### **Opt-Out Process**

You have the right to stop receiving SMS notifications at any time:

- Reply with "STOP" to any of our messages to opt-out.
- Upon opting out, you will receive a confirmation message indicating you have been removed from our SMS notifications.

If you change your mind, you can always opt back in by following the opt-in process.

### **Data and Message Rates**

Standard message and data rates may apply to SMS messages sent and received. You are solely responsible for any fees or charges incurred from your mobile carrier related to SMS communication with Harvey H. Yamamoto, OD, Inc. Please verify with your MNO – Mobile Network Operator like Verizon, AT&T, T-Mobile, etc. for data and messaging standard rates.

### **Frequency of Messages**

We strive to keep SMS communications to a reasonable frequency and relevance. You may expect to receive SMS messages from us only when necessary for appointment reminders, scheduling adjustments, or important updates related to our services. We do not engage in unsolicited marketing messages via SMS without your explicit consent.

### **Protection of SMS Data**

We take the security of your SMS data seriously. Our systems implement industry-standard measures to protect against unauthorized access, alteration, or disclosure. These measures include encryption, secure access protocols, and regular system audits to ensure compliance with privacy standards.

### **Disclosure of SMS Data**

Your SMS data is never disclosed to third parties except under the following circumstances:

- To comply with legal obligations, such as court orders or subpoenas.
- To protect our rights, property, or the safety of our employees, customers, or others.

We remain transparent in such cases and will notify you where legally permissible.

### **Your Rights**

As a valued customer, you have the following rights regarding your SMS data:

- **Access:** Request a copy of the SMS data we hold about you.
- **Correction:** Update or correct any inaccuracies in your SMS data.
- **Deletion:** Request the deletion of your SMS data, except where retention is required by law.

To exercise these rights, please contact us at [dr-2020@live.com](mailto:dr-2020@live.com).

### **Changes to This Policy**

We may update this SMS Privacy Policy from time to time to reflect changes in our practices or legal requirements. Any modifications will be effective immediately upon posting the revised policy on our website. We encourage you to review this page periodically for updates.

### **Contact Us**

If you have questions or concerns about this SMS Privacy Policy or your data, please contact us at:

Email: [dr-2020@live.com](mailto:dr-2020@live.com)

Phone: (909) 986-9951