



## SMS Text Messaging Privacy Policy

Effective Date: 9/1/2025

Last Updated: 9/1/2025

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Professional Therapy Services, Inc. ("we," "us," or "our") respects your privacy. This Privacy Notice explains how we collect, use, and share your information when you use our text messaging services.

### 1. Information We Collect

- When you use our text messaging services, we may collect:
- Your mobile phone number and associated account information
- Message content you send or receive
- Date, time, and delivery status of messages
- Technical information (e.g., IP address, device type, carrier routing)

### 2. How We Use Your Information

We use your information to:

- Deliver and manage text messages you request or agree to receive
- Provide customer support and respond to your inquiries
- Send service-related alerts (e.g., appointment reminders, account updates)
- Process opt-in and opt-out requests
- Protect against fraud, security risks, and unauthorized use
- Comply with applicable laws and regulations
- We will not use your personal information for purposes materially different from these without your consent.

### 3. Protected Health Information (PHI) & HIPAA

- **Limited Use of PHI:** Text messages may contain limited health information (e.g., appointment reminders, service instructions). We do not send detailed medical records or sensitive PHI via SMS.
- **Patient Consent:** By opting in, you authorize us to send you such information by text. You may withdraw consent at any time by replying STOP.

- **Security Risks:** Text messaging is not encrypted. There is a risk that messages could be read by others if your phone is lost, stolen, or accessed without your permission.
- **Minimum Necessary Standard:** We limit SMS content to the minimum information needed to serve you (e.g., date/time of appointment, provider location).

## 4. How We Share Your Information

- We may share your information with:
- **Service providers and carriers** who deliver SMS services on our behalf
- **Vendors under Business Associate Agreements (BAAs)** who may access PHI in compliance with HIPAA
- **Law enforcement or regulators** when required by law
- We do not sell or rent your mobile number for third-party marketing.

## 5. Your Choices & Rights

- **Opt-In:** By providing your number and confirming enrollment, you consent to receive SMS messages.
- **Opt-Out:** Reply STOP at any time to stop receiving SMS messages. A confirmation will be sent.
- **Help:** Reply HELP for assistance.
- **HIPAA Rights:** For a full explanation of your rights under HIPAA, including access and amendment of your health information, please review our [Notice of Privacy Practices](#)

## 6. Data Retention

We retain opt-in and opt-out records as required by law and HIPAA. Message logs may be retained for compliance and auditing purposes, but PHI content is minimized.

## 7. Security

We use reasonable administrative, technical, and physical safeguards to protect your information. However, no system is completely secure, and text messages may carry inherent risks.

## 8. Children's Privacy

Our messaging services are not directed to children under 13. We do not knowingly collect information from children.

## 9. Updates to This Notice

We may update this Privacy Notice from time to time. Changes will be posted with a revised "Last Updated" date.

## 10. Contact Us

If you have any questions about this Privacy Notice or our practices, please contact us at:

Professional Therapy Services, Inc.  
Attn: Privacy Officer  
2900 Frank Scott Parkway West  
Suite 930  
Belleville, IL 62223  
618-234-9705  
[complianceofficer@ptsinc.org](mailto:complianceofficer@ptsinc.org)