



SMS Text Messaging Privacy Policy

Effective Date: 9/1/2025

Last Updated: 9/1/2025

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

- To receive SMS 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)
- Consent Collection Methods to receive SMS messages may be through one of the following methods: - Verbal agreement
 - Text message
 - Paper forms
 - Consumer-initiated messaging
 - Online form submission

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.
- Your personal data will not be transferred to external organizations under any circumstances.

5. SMS Messaging Terms

- By providing your phone number, you consent to receive conversational messages from Professional Therapy Services, Inc.:
 - Message Frequency: On average, you may receive 1–6 messages per month.
 - Message Type: Messages will be conversational and related to your care or appointments.
 - Rates: Message and data rates may apply.
 - Help & Opt-Out: For assistance, reply HELP. To opt out, reply STOP.

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.
- 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](#).

7. Security and Data Protection Measures

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. We implement the following safeguards to protect your information:

- Strict access controls to ensure only authorized personnel can access your data.
- Secure storage using industry-standard security protocols.
- Regular audits and monitoring to prevent unauthorized sharing or access.

8. Sample Message

“Thanks for contacting Professional Therapy Services, Inc. This is a reminder of your appointment tomorrow at 10am. Reply STOP to unsubscribe, or HELP for more information.”

9. Children’s Privacy

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

10 Updates to This Notice

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

11. Contact Us

If you have any questions or concerns regarding your privacy or this policy, please contact us at:

- Email: complianceofficer@ptsinc.org
- Phone: (618) 234-9705 or mail:

Professional Therapy Services, Inc.
Attn: Privacy Officer
2900 Frank Scott Parkway West
Suite 930
Belleville, IL 62223