

Text Message Privacy Policy

Your privacy is of the utmost importance. This Privacy Policy explains how we collect, use, and protect personal information when you engage with us through text messaging for healthcare communication. By providing your mobile number and participating in text messaging services with West Michigan Vision Specialists, you agree to the terms outlined in this policy.

Information We Collect: We collect and store the following types of information when you opt-in to receive text messages:

- **Personal Information: This may include your name, phone number, and medical history, which you provide to us when registering for services or responding to our communications.**
- **Text Message Content: Any information shared in text messages, including questions, appointment requests, medical concerns, or feedback.**

How We Use Your Information: The information we collect is used to enhance our services and provide efficient communication related to your healthcare. Specifically, we use text messaging for:

- **Appointment reminders and scheduling**
- **Medical follow-ups and consultation notifications**
- **Billing inquiries and updates**
- **Responses to patient questions or requests**

Data Security: We take appropriate technical and organizational measures to protect your information from unauthorized access, use, or disclosure. These measures include encryption of sensitive data, secure storage of personal information, and access control protocols for our staff.

However, please note that while we strive to protect your personal information, no system can be completely secure. By using our texting services, you acknowledge that some level of risk is inherent in online communications.

Sharing Your Information: We do not sell, rent, or share your personal information with third parties for marketing purposes. SMS opt-in consent or phone numbers for SMS purposes will NOT be shared with third parties and affiliates for marketing purposes. However, we may share your information in the following circumstances:

- **Healthcare Providers:** Information may be shared with your primary healthcare provider or specialists involved in your care for coordination of treatment.
- **Legal Requirements:** We may disclose your information if required by law or to protect our legal rights.

Your Rights: You have the right to:

- **Opt-out:** You can opt out of receiving text messages at any time by replying “STOP” to any text message or by contacting us directly. After opting out, you will no longer receive text messages from us, but we may still contact you via other means if necessary for your care.
- **Access and Correction:** You may request access to or corrections of your personal information by contacting our office.

Retention of Information: We retain your information only as long as necessary to provide our services, comply with legal obligations, and maintain accurate healthcare records in accordance with applicable law.

Changes to This Privacy Policy: We reserve the right to modify this privacy policy at any time. Changes will be effective upon posting to this page. We encourage you to review this policy periodically for any updates.

Contact Us: If you have any questions about this Privacy Policy or the way we handle your personal information, please contact us at:

Phone: (616)534-4953

Email: info@wmvisionspecialists.com

By continuing to use our texting services, you confirm that you have read and agreed to this Privacy Policy.