



SMS Texting Privacy Policy

Effective Date: April 2026

This SMS Texting Privacy Policy explains how we collect, use, and safeguard your information when communicating with you via SMS (text messaging), in alignment with healthcare privacy standards and applicable laws, including the Health Insurance Portability and Accountability Act (HIPAA). JFS's SMS communication is one-way communication only. It is used for clinical appointment reminders and billing purposes. You will not be able to respond to JFS via SMS.

1. Information JFS will Collect

When you consent to receive SMS messages from JFS, we may collect:

- Your mobile phone number
- Your name
- Your communication preferences for appointment reminders.
- Message content and delivery

Note: JFS does *not* request or collect Protected Health Information (PHI) through SMS.

2. How JFS will Use SMS Communication

JFS uses SMS messages to:

- Send appointment reminders
- Send Billing statements and payment options

3. Your Consent & Opt-Out Rights

By providing your mobile phone number and opting in, you consent to receiving text messages from JFS. Message frequency may vary. Standard message and data rates may apply. Carriers are not liable for delayed or undelivered messages.

You may opt out at any time by replying **STOP** to any message. You may also contact us directly to update or remove your preferences.

4. Data Protection & Confidentiality

We use reasonable administrative, technical, and physical safeguards to protect your personal information. However, SMS is not a secure or encrypted method of communication.

For confidential matters or to discuss your care, please call our office or use our secure patient portal.

5. Third-Party Access

We do **not** sell, rent, or trade your mobile number or text interaction data for marketing/promotional purposes. We may use HIPAA-compliant third-party vendors to send and manage SMS messages for support services, such as customer services. These vendors are contractually obligated to protect your privacy.

6. Privacy of Minors

SMS communications are intended for individuals 18 years or older unless otherwise noted in JFS's policy for consent for minors who are sixteen years of age or older.

7. Changes to This Policy

We may update this policy from time to time. Any changes will be communicated in writing, in-office, or posted on our website. Continued use of our SMS service indicates your acceptance of any updates.