# **Sally Health SMS Communication Privacy Policy**

**Effective Date: 09/02/2025**

This SMS Communication Privacy Policy explains how Sally Health ("we," "us," or "our") collects, uses, shares, and protects the personal information you provide when you opt in to receive text messages (SMS/MMS) from us.

## **1. Scope of Policy**

This policy specifically applies to the data collected and used for our text messaging programs, which may include appointment reminders, service updates, promotional offers, and other health-related information (collectively, the "SMS Service").

## **2. Information We Collect via SMS**

When you subscribe to the SMS Service, we collect the following personal information:

* **Mobile Phone Number:** Your phone number is required to send and receive text messages.
* **Opt-in/Opt-out Information:** We track the time, date, and method of your consent (opt-in) and any subsequent requests to stop receiving messages (opt-out).
* **Message Content and Delivery Data:** This includes the content of your messages, timestamps, and delivery status information.
* **Name and Contact Details:** If provided during the opt-in process or in your message responses.

## **3. How We Use Your SMS Information**

We use the information collected through the SMS Service for the following purposes:

* **To Provide the SMS Service:** To send you the specific text messages you agreed to receive (e.g., appointment confirmations, medication reminders, billing alerts, or promotional messages).
* **Compliance and Record-Keeping:** To comply with federal regulations, specifically the Telephone Consumer Protection Act (TCPA) enforced by the FCC, and carrier guidelines (including but not limited to those enforced by Nextiva, our communication platform provider), which require us to maintain records of your express written consent.
* **To Respond to Inquiries:** To respond to your requests for information (e.g., when you text "HELP").
* **To Improve Our Services:** To analyze the effectiveness of our communication and improve our service offerings.

## **4. Consent and TCPA Compliance**

By opting in to the SMS Service (e.g., by texting a keyword to a short/long code, checking a box on a web form, or verbally confirming consent), you provide your **Prior Express Written Consent** to receive recurring automated marketing and informational text messages from Sally Health to the mobile number you provided.

* **Consent is Not a Condition of Purchase:** Agreeing to receive text messages is not a required condition of purchasing any goods or services from us.
* **Message and Data Rates May Apply:** You acknowledge that your mobile carrier's message and data rates may apply to the messages you receive from us.
* **Message Frequency:** Message frequency will vary based on your enrollment and/or account activity.

## **5. Sharing Your Information (Non-Sale of Data)**

**Sally Health will not sell, rent, or share your mobile phone number or other SMS opt-in data with any third parties for their marketing or promotional purposes.**

We may share your information only with trusted third-party service providers (such as Nextiva and our SMS gateway provider) who help us deliver the SMS Service, provided they are contractually obligated to keep your information confidential and use it only to provide the services we've contracted them for, consistent with this policy and applicable laws.

We may also disclose your information if required to do so by law, to comply with a court order, or to cooperate with regulatory or law enforcement officials (e.g., the FCC).

## **6. Your Rights and Choices (Opt-Out)**

You can withdraw your consent to receive text messages at any time.

* **To Opt-Out:** To stop receiving all future text messages from Sally Health, reply to any message with the keyword **STOP**.
* **Confirmation:** You will receive a final confirmation message from us acknowledging that you have been unsubscribed. After this, you will no longer receive text messages from us unless you explicitly re-subscribe.
* **Honoring Opt-Outs:** We will honor your opt-out request promptly, in accordance with the 10-business-day timeframe required by the FCC (TCPA).
* **Alternative Opt-Outs:** You may also contact us directly using the contact information below to request removal from the SMS Service.

## **7. Security and Data Retention**

We maintain commercially reasonable physical, electronic, and procedural safeguards to protect the personal information collected through the SMS Service. We will retain your opt-in and opt-out data for as long as necessary to comply with legal record-keeping requirements, regulatory audits, and to service your account.

## **8. Changes to This Policy**

We may update this policy periodically. When we make material changes, we will notify you by posting the updated policy on our website, and we may also notify you via a text message to the mobile number on file. Your continued participation in the SMS Service after any changes signifies your acceptance of the new terms.

## **9. Contact Us**

If you have any questions or concerns about this SMS Communication Privacy Policy, please contact us:

Sally Health

[admin@sallyhealth.org](mailto:admin@sallyhealth.org)

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