



## **Privacy Policy for SMS Communications and Website Use**

*Effective Date: 5/11/2026*

At Amity Medical Group, we value and respect your privacy. This Privacy Policy explains how we collect, use, protect, and share your information, including information collected through our website, patient communications, and SMS/text messaging services.

### **Information We Collect**

We may collect the following types of personal information:

- Name
- Date of birth
- Phone number
- Email address
- Mailing address
- Insurance information
- Appointment and scheduling information
- Medical and healthcare-related information provided to us
- Communication preferences, including SMS consent status
- Website usage information submitted through forms or online requests

### **How We Use Personal Information**

We use personal information for purposes including:

- Scheduling and confirming appointments
- Sending appointment reminders
- Communicating regarding healthcare services
- Responding to patient inquiries
- Providing customer support
- Improving our services and patient experience
- Processing billing and insurance matters
- Sending operational notifications related to your care
- Communicating through SMS/text messaging when consent has been provided

### **SMS messages may include:**

- Appointment reminders

- Follow-up communications
- Office notifications
- Billing or administrative updates

Message frequency may vary. Message and data rates may apply depending on your mobile carrier.

### **SMS Consent and Communications**

By providing your mobile phone number and opting into SMS communications, you consent to receive text messages from Amity Medical Group.

You may opt out of SMS communications at any time by replying:

- **STOP** to unsubscribe
- **HELP** for assistance

SMS consent is not shared with third parties or affiliates for marketing purposes.

### **How We Share Personal Information**

We may share information only as permitted or required by law, including with:

- Healthcare providers involved in your care
- Insurance companies and billing processors
- Service providers supporting our operations
- Government agencies or legal authorities when required
- Technology vendors supporting communication systems and website operations

We do not sell personal information.

### **Protection of Information**

We implement reasonable administrative, technical, and physical safeguards to protect personal information from unauthorized access, use, or disclosure.

While we strive to protect your information, no method of electronic transmission or storage is completely secure.

### **Website and Online Forms**

Information submitted through our website or online forms may be used to contact you regarding appointments, services, or requests you submit.

Our website may use standard technologies such as cookies or analytics tools to improve website functionality and user experience.

## **Your Rights and Choices**

You may request to:

- Update your contact information
- Opt out of certain communications
- Request access to your personal information as permitted by law

To make a request, please contact us using the information below.

## **Policy Updates**

We may update this Privacy Policy periodically. Any updates will be posted on this page with the revised effective date.

### **Contact Information**

Amity Medical Group  
6010 East W.T. Harris Blvd  
Charlotte, NC 28215  
Phone: (704) 208-4134  
Website: [www.amitymedicalgroup.com](http://www.amitymedicalgroup.com)