

Privacy Policy

Columbia Internal Medicine / Greenbush Skin Care Center

Effective Date: [07/20/25]

Columbia Internal Medicine / Greenbush Skin Care Center ("we," "our," or "us") is committed to protecting your privacy. This policy outlines how we collect, use, and share personal information when you access our website or receive services from us.

Information We Collect

We may collect the following types of information:

- **Contact Information:** Name, email address, mailing address, and phone number
- **Health Information:** Medical history and treatment details provided through forms or during visits
- **Billing Information:** Payment data required for processing transactions
- **Communication Preferences:** SMS opt-in status and consent information

How We Use Your Information

We may use your information to:

- Provide medical and skincare services
- Send appointment reminders, follow-ups, and relevant communications
- Process payments and handle insurance claims
- Personalize services and improve quality of care
- Maintain internal records and ensure regulatory compliance

How We Share Your Information

Your personal information is never sold or rented to third parties. We may share data only as follows:

- **With Healthcare Professionals:** To facilitate medical services and treatment
- **With Service Providers:** Such as billing systems and appointment platforms operating under confidentiality agreements
- **As Required by Law:** In compliance with applicable regulations or legal requests

Mobile opt-in, SMS Consent, and phone numbers collected for SMS communication purposes will not be shared with any third party or affiliates for marketing purposes.

Your Rights and Choices

You may:

- Opt out of marketing communications at any time
- Request access to, correction of, or deletion of your personal information
- Withdraw SMS consent by replying "STOP" to any message or contacting our office directly

SMS Terms & Conditions

Columbia Internal Medicine / Greenbush Skin Care Center offers SMS communications to patients and clients who provide consent. Details of this service are as follows:

1. SMS Consent and Privacy

Phone numbers collected for SMS communication will not be shared with any third parties or affiliates for marketing.

2. Types of SMS Communications

Messages may include:

- Appointment reminders
- Follow-up notices
- Billing updates
- Promotional offers (limited to Greenbush Skin Care Center clients)

Example Message:

"Hello, this is a friendly reminder of your upcoming appointment with Dr. [Name] at [Location] on [Date] at [Time]. You can reply STOP to opt out of SMS messaging from Columbia Internal Medicine / Greenbush Skin Care Center at any time."

3. Message Frequency

You may receive up to three SMS messages per week depending on service usage.

4. Fees and Charges

Standard message and data rates may apply according to your carrier. Charges may vary for domestic and international messages.

5. Opt-In Methods

You can opt in:

- Verbally during a conversation
- By submitting an online form
- By initiating a text communication
- By completing a paper form that includes SMS consent

6. Opt-Out Methods

To opt out:

- Reply "STOP" to any message
- Contact our office directly

7. Assistance

If experiencing issues:

- Reply "HELP" to any SMS message
- Visit www.greenbushskincarecenter.com for support
- Decline SMS consent by leaving the checkbox unchecked on any registration or intake forms

8. Standard Disclosures

- Message and data rates may apply
- Message frequency may vary
- Text "STOP" to opt out or "HELP" for assistance
- See our full Privacy Policy and Terms and Conditions pages for details

Contact Us

If you have questions or concerns regarding this Privacy Policy or our SMS Terms & Conditions, please reach out:

Phone: 518-391-2889

Address: Columbia Internal Medicine / Greenbush Skin Care Center, 2500 Pond view, Ste 202
Castleton, NY 12033