

## **SG Pediatrics of Lake Orion Messaging Privacy Policy**

**Effective Date: 07/25/2025**

At SG Pediatrics of Lake Orion, we value your privacy and are committed to protecting your health information in accordance with the Health Insurance Portability and Accountability Act (HIPAA). This Messaging Privacy Policy explains how we collect, use, and safeguard your information when you opt in to receive SMS (text) messages from our practice.

### **Information We Collect**

When you opt in to receive SMS messages, we may collect the following information:

- Your mobile phone number
- Your name and contact information
- Your explicit consent to receive SMS communications
- (If applicable) Name and relationship of the parent/guardian providing consent on behalf of a minor patient

### **How We Collect Information**

We collect information:

- Directly from you, such as through patient intake forms, consent forms, or web forms
- When you contact our office or respond to SMS messages
- Automatically, through our secure electronic medical record (EMR) or messaging platforms integrated with our systems

### **How We Use Your Information**

We use your information to:

- Send appointment reminders, care instructions, lab/test results, and other important updates

You may opt out of receiving SMS messages at any time by replying "STOP" to any message. For help or more information, reply "HELP" or contact our office directly.

**Please note:** Standard message and data rates may apply. SMS messages are not encrypted and may not be fully secure. We limit the use of SMS to non-sensitive information unless you have specifically authorized otherwise.

## **Disclosure of Information**

We are committed to protecting your privacy and ensuring the security of your personal information. If you have any questions or concerns regarding your data or this privacy policy, please contact us at: (248) 683-3385

Your data will not be transferred to external organizations under any circumstances. We do **not** sell or share your phone number or SMS-related data with third parties.

We implement the following measures to safeguard your information and prevent unauthorized sharing:

- Access to personal data is strictly limited to authorized personnel only.
- We use secure storage and transmission methods to protect your data.
- Regular reviews and updates of our security protocols are conducted to ensure ongoing protection.
- All staff are trained on data privacy and confidentiality requirements.
- Information obtained WILL NOT be shared with 3<sup>rd</sup> parties.
- No mobile obtain is required, as the consent is done in paper.

All disclosures comply with HIPAA Privacy and Security Rules.

## **Protection of Your Information**

We implement reasonable safeguards to protect your health information, including administrative, physical, and technical measures. However, because SMS is not encrypted, there is a risk that unauthorized individuals could intercept or access text messages. We encourage you to use our secure patient portal (Corewell Health MyChart) for confidential medical information.

## **Pediatric-Specific Notice**

As a pediatric practice, we often communicate with parents or legal guardians on behalf of minor patients. We rely on the parent/guardian's consent for SMS communication unless the minor patient is legally authorized to consent to their own care (e.g., in certain adolescent health situations).

## **Policy Updates**

We may update this policy from time to time. If we make significant changes, we will post a notice on our website or contact you directly when required by law.

## **Contact Us**

If you have questions about this policy or your privacy rights, please contact us at:

Phone: (248) 683-3385

Website: [www.sgpeds.com](http://www.sgpeds.com)