

Privacy Policy

Last Updated: January 30, 2025

This Privacy Policy explains how **Benton Franklin Orthopedic Associates (BFOA)** collects, uses, and protects your personal information when you use our services, including SMS communications.

Interpretation and Definitions

Capitalized terms have meanings defined below and apply whether used in singular or plural form.

- **Company** refers to **BFOA**
 - **Service** refers to SMS messaging and related communications
 - **Personal Data** means information that identifies or can identify an individual
 - **Usage Data** means information collected automatically through service usage
 - **You** refers to the individual using the Service
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Information We Collect

Personal Data

We may collect the following information:

- Name
- Phone number
- Email address

Usage Data

Usage Data may include device information, IP address, browser type, timestamps, and interaction data related to our services.

How We Use Your Information

We use Personal Data to:

- Provide and maintain services
 - Communicate via SMS, email, or phone
 - Deliver updates, notifications, and relevant offers
 - Respond to inquiries and support requests
 - Improve services, communications, and user experience
 - Comply with legal obligations
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SMS and Mobile Data Protection

- Mobile information will **not** be shared, sold, or disclosed to third parties for marketing or promotional purposes
 - Text messaging opt-in and opt-out data will **not** be shared with third parties
 - Mobile data is used only to deliver requested communications
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Information Sharing

We may share information only:

- With service providers supporting our operations
- To comply with legal requirements
- During business transactions such as mergers or asset transfers
- With your explicit consent

All partners are required to uphold equivalent data protection standards.

Data Retention

We retain Personal Data only as long as necessary to fulfill the purposes outlined in this policy or as required by law.

Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your information. No electronic transmission method is completely secure, and we cannot guarantee absolute security.

Children's Privacy

Our services are not intended for individuals under 13 years of age. We do not knowingly collect data from children under 13.

Your Rights

You may request access to, correction of, or deletion of your personal information by contacting us at **bfoaadmin@bfsa.com**.

Opt-Out of Communications

To stop receiving SMS messages, reply **STOP** at any time.

Changes to This Privacy Policy

We may update this Privacy Policy periodically. Updates will be posted with a revised "Last Updated" date.

Contact Us

If you have questions about this Privacy Policy or our SMS practices, contact us at:

- **Email:** bfoaadmin@bfsa.com
- **Phone:** 509-396-0987