

## 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.

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### 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.

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### 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.

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## **Data Retention**

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

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## **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.

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### **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.

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### **Your Rights**

You may request access to, correction of, or deletion of your personal information by contacting us at [bfoaadmin@bfsa.com](mailto:bfoaadmin@bfsa.com).

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### **Opt-Out of Communications**

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

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### **Changes to This Privacy Policy**

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

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### **Contact Us**

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

- **Email:** [bfoaadmin@bfsa.com](mailto:bfoaadmin@bfsa.com)
- **Phone:** 509-396-0987