

## SMS Privacy Policy

**Effective Date:** 10/2024

**1. Introduction** Glaucoma Center of Michigan is committed to protecting your privacy. This SMS Privacy Policy outlines how we collect, use, and protect your information when you opt-in to receive SMS messages from us.

**2. Consent** By providing your phone number and opting in to receive SMS messages, you consent to receive text messages from us. Message and data rates may apply. You can opt out at any time by replying "STOP" to any SMS message you receive from us. Or contact our front desk receptionists to remove your number from the SMS messaging reminders.

### 3. Information We Collect

- **Personal Information:** When you opt in, we may collect your name, phone number, and other information you provide.
- **Usage Data:** We may collect information about how you interact with our SMS communications.

**4. How We Use Your Information** We use your information to:

- Send you messages, updates, and alerts. Appointment Reminders, Appointment confirmations & anything appointment updates.
- Respond to your inquiries and provide customer support.
- Improve our services and communication strategies.

**5. Sharing Your Information** We do not sell, rent, or lease your personal information to third parties. We may share your information with trusted service providers who assist us in operating our business and delivering services, provided they agree to keep your information confidential.

**6. Data Security** We implement reasonable security measures to protect your personal information from unauthorized access and use. However, no method of transmission over the Internet or method of electronic storage is 100% secure.

**7. Your Rights** You have the right to:

- Opt out of receiving SMS messages at any time.
- Access and request changes to your personal information.
- Contact us if you have any questions or concerns regarding your privacy.

**8. Changes to This Policy** We may update this SMS Privacy Policy from time to time. Any changes will be effective immediately upon posting the revised policy. We encourage you to review this policy periodically for any updates. Policy is posted on our website at:  
<https://www.glaucocomacenter.com/patient-resources/patient-forms/>

**9. Contact Us** If you have any questions about this SMS Privacy Policy or our practices regarding your personal information, please contact us at: [appointments@glaucocomacenter.com](mailto:appointments@glaucocomacenter.com)