

SMS Privacy Policy

Effective Date: July 23, 2026

SMS Privacy Policy

Alveida Health Group ("Alveida," "we," "our," or "us") respects your privacy and is committed to protecting the personal information you provide when communicating with us by text message (SMS). This SMS Privacy Policy explains how we collect, use, protect, and disclose information related to our text messaging services.

By providing your mobile phone number and opting in to receive text messages from Alveida Health Group, you acknowledge that you have read and understand this SMS Privacy Policy.

Purpose of SMS Communications

Alveida Health Group uses SMS messaging to improve communication with our patients and prospective patients. Depending on your relationship with our practice and the consent you have provided, we may send text messages regarding:

- Appointment scheduling and confirmations
- Appointment reminders
- Follow-up care instructions
- Prescription refill reminders
- Billing notifications
- Membership and account information
- Practice announcements
- Customer service responses
- Healthcare-related information that may be relevant to your care

We do not use SMS messaging to provide emergency medical services.

If you are experiencing a medical emergency, call **911** immediately or go to the nearest emergency department.

Information We Collect

When you enroll in our SMS messaging program, we may collect:

- Your name
- Mobile telephone number
- Date and time of your enrollment
- Your consent to receive SMS messages
- Message delivery information
- Your text message responses
- Communication preferences
- Other information you voluntarily provide during text conversations

This information is maintained in accordance with our Privacy Policy and, where applicable, our HIPAA Notice of Privacy Practices.

How We Use Your Information

We use information collected through our SMS program to:

- Schedule and confirm appointments.
- Send appointment reminders.
- Communicate healthcare-related information.
- Respond to patient inquiries.
- Provide customer support.

- Verify your identity when appropriate.
- Improve communication with our patients.
- Maintain records of patient communications.
- Comply with applicable legal and regulatory requirements.

We use only the information reasonably necessary to provide these services.

Protected Health Information (PHI)

When SMS communications involve your healthcare, certain information may constitute Protected Health Information (PHI) under HIPAA.

Alveida Health Group takes reasonable administrative, technical, and physical safeguards to protect your information. However, standard SMS text messaging is not always encrypted and may not provide the same level of security as secure patient communication platforms.

For your privacy, we encourage you not to send highly sensitive medical information, Social Security numbers, insurance information, payment card information, or other confidential information through standard text messaging unless specifically instructed to do so.

Message Frequency

Message frequency will vary depending on your appointments, healthcare needs, and your interactions with Alveida Health Group.

You will receive messages only as reasonably necessary to provide requested services or communications for which you have provided consent.

Message and Data Rates

Standard message and data rates may apply according to your mobile carrier's service plan.

Alveida Health Group is not responsible for any fees charged by your wireless carrier.

Opting In

You will receive SMS messages only after providing your consent through one or more approved methods, which may include:

- Completing an online form
- Providing verbal consent during registration
- Signing a consent form
- Requesting SMS communications directly
- Other legally permitted methods of obtaining consent

Your consent to receive SMS messages is voluntary and is not required to receive medical care or other services from Alveida Health Group.

Opting Out

You may opt out of receiving SMS messages at any time by replying:

STOP

After you send STOP, you will receive a confirmation message indicating that you have been unsubscribed from future SMS communications, except where messages are necessary to complete an ongoing transaction or as otherwise permitted by law.

If you wish to begin receiving messages again, you may contact our office or follow any enrollment instructions provided.

Help

If you need assistance regarding our SMS messaging services, you may:

Reply **HELP** to one of our text messages or contact our office directly.

Phone: (602) 217-4555

Email: info@alveida.health

Sharing Your Information

Alveida Health Group respects your privacy.

We do not sell, rent, or share your mobile phone number or SMS consent with third parties for their own marketing or promotional purposes.

We may share your information only with trusted service providers that assist us in delivering SMS communications, operating our business, or complying with legal obligations. These providers are contractually required to protect your information and may use it only for authorized business purposes.

SMS opt-in information and consent will not be shared with third parties or affiliates for marketing or promotional purposes.

Data Security

We implement reasonable administrative, technical, and physical safeguards designed to protect information collected through our SMS messaging program.

Although we work diligently to protect your information, no method of electronic communication or transmission over the Internet or wireless networks can be guaranteed to be completely secure.

Retention of Information

SMS communication records may be retained as part of your patient record or business records for the period required by applicable federal and Arizona laws and our internal record retention policies.

Changes to This SMS Privacy Policy

We may update this SMS Privacy Policy from time to time to reflect changes in our business practices, technology, legal requirements, or regulatory guidance.

Any revised version will be posted on our website with an updated Effective Date.

Your continued participation in our SMS messaging program after changes become effective constitutes acceptance of the revised policy.

Contact Us

If you have questions regarding this SMS Privacy Policy or our text messaging program, please contact us:

Alveida Health Group

10240 N 31st Ave, Suite 122

Phoenix, AZ 85051

Phone: (602) 217-4555

Email: info@alveida.health