



### **Platinum Physical Therapy & Sports Medicine Inc. Privacy Policy for SMS Messages**

At Platinum Physical Therapy, we are committed to protecting your privacy and ensuring that your personal information is kept secure. This Privacy Policy outlines how we collect, use, and protect the personal information you provide to us via SMS messages. By consenting to receive SMS communications from us, you agree to the practices described in this policy.

#### **1. Information We Collect**

- a. When you opt-in to receive SMS messages from Platinum Physical Therapy, we may collect the following information:
  - i. Personal Information: Your name, phone number, and any additional information you may choose to share with us via SMS.
  - ii. Appointment and Treatment Information: Appointment dates, times, reminders, and other treatment-related information related to your care at Platinum Physical Therapy.

#### **2. How We Use Your Information**

- a. We use the information we collect via SMS to:
  - i. Send appointment reminders, confirmations, and updates.
  - ii. Send important administrative messages such as changes in office hours or clinic policies.
  - iii. Respond to inquiries or provide customer support.

#### **3. Consent to Receive SMS**

- a. By providing your phone number and opting in to receive SMS messages, you consent to receive text messages from Platinum Physical Therapy. You may receive messages related to your healthcare, including but not limited to appointment reminders, medical updates, billing inquiries, and other service-related communications.
- b. You can opt out of receiving SMS messages at any time by following the instructions provided in the SMS (e.g., replying with "STOP").

#### **4. Data Security**

- a. We are committed to safeguarding your personal information. We implement reasonable security measures to protect the data you provide, including encryption and secure storage. However, please be aware that no method of



transmission over the internet or via mobile phone is 100% secure, and we cannot guarantee the security of information sent via SMS.

5. Sharing of Information

- a. We will not share or sell your personal information to third parties for marketing purposes. We may share your information with third-party service providers (such as SMS platforms) who assist us in sending messages to you, but they are bound by confidentiality agreements and are only allowed to use your information for the purposes of delivering the services we request.
- b. We may also disclose your information to comply with legal obligations, protect our rights, or in response to a court order or subpoena.

6. Opting Out and Managing Your Preferences

- a. You may opt out of receiving SMS communications at any time by:
  - i. Replying with the word "STOP" to any SMS message we send.
  - ii. Contacting our office directly to request that SMS communications be discontinued.
- b. Once you opt out, you will no longer receive SMS messages, although you may still receive other forms of communication, such as email or postal mail, unless you opt out of those as well.

7. Changes to This Privacy Policy

- a. We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. Any updates will be posted on our website and will be effective immediately upon posting. You are encouraged to review this Privacy Policy periodically for any changes.

8. Contact Us

- a. If you have any questions about this Privacy Policy or our SMS messaging practices, please contact us at:

Platinum Physical Therapy and Sports Medicine Inc.  
15 West Union Street  
Ashland, MA 01721  
508-881-6750

By consenting to receive SMS messages from Platinum Physical Therapy, you acknowledge that you have read and understood this Privacy Policy and agree to the collection and use of your personal information as described above.

Effective Date: November 1<sup>st</sup> 2024

Ashland – 15 West Union Street, Ashland MA 01721 – p. 508-881-6750 – f. 508-463-4224  
Hopkinton – 1 Lumber Street Suite 201, Hopkinton MA 01748 – p. 508-544-1540 – f. 508-463-4462  
Maynard – 141 Parker Street Suite 111, Maynard MA 01754 – p. 978-243-8396 f. 774-272-9368  
Milford – The Gym @ Milford – 196 East Main Street, Milford MA 01757 – p. 774-804-3016 f. 978-849-6747  
Norfolk – 65 Holbrook Street Unit 130, Norfolk MA 02056 – p. 508-530-4970 f. 508-463-9953  
Rehoboth – 237 Winthrop Street, Rehoboth MA 02769 – p. 774-565-0796 f. 508-463-4239