

PRIVACY POLICY

Florence Chiropractic and Wellness Center (“we,” “our,” or “us”) is committed to protecting the privacy and security of our patients and website visitors. This Privacy Policy explains how we collect, use, maintain, and share your personal information, including information collected for SMS/text messaging communications.

How We Collect Your Personal Information

We may collect personal information through the following methods:

- Online forms submitted through our Jane system
- New patient intake forms (online or paper)
- SMS/text message opt-in forms
- Email correspondence
- Phone conversations
- In-person interactions at our office
- Website analytics tools and cookies

Information may be collected directly from you or automatically through your interaction with our website.

What Personal Information We Collect

Depending on your interaction with us, we may collect the following information:

- Full name
- Phone number
- Email address
- Mailing address
- Date of birth
- Health information necessary for chiropractic care
- Appointment history
- Insurance information
- Payment or billing information
- IP address and browser/device information when visiting our website

We only collect information that is necessary to provide chiropractic and wellness services, communicate with you, and operate our business effectively.

How We Use Your Personal Information

We use your information for purposes including but not limited to:

- Scheduling and confirming appointments
- Sending appointment reminders
- Providing follow-up care instructions
- Responding to inquiries
- Processing billing and insurance claims
- Improving our services and website functionality
- Sending important office updates
- Communicating via SMS text messages when you have opted in

We do not sell your personal information.

How, Why, and What Personal Information We Share with Third Parties

We may share your information with trusted third parties only when necessary to operate our business and provide services, including:

- Electronic health record systems
- Billing and insurance processing providers
- Payment processors
- IT and website service providers
- SMS communication platforms

These third parties are required to maintain the confidentiality and security of your information and may only use it for the services they provide to us. **Mobile Opt in, SMS Consent, and phone numbers collected for SMS communication purposes will not be shared with any third party and affiliates for marketing purposes.** We may also disclose information if required by law or to comply with legal obligations.

Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your personal and health information from unauthorized access, disclosure, or misuse.

Your Privacy Choices

You may contact us at any time to:

- Request access to your personal information
- Request corrections to inaccurate information
- Withdraw SMS consent
- Ask questions about how your data is used

SMS Terms & Conditions

By providing your phone number and opting in to receive text messages from Florence Chiropractic and Wellness Center, you agree to the following terms:

1. SMS Consent Communication

Phone numbers obtained as part of the SMS consent process will not be shared with third parties for marketing purposes.

2. Types of SMS Communications

If you have consented to receive SMS messages from Florence Chiropractic and Wellness Center, you may receive messages related to:

- Appointment reminders
- Appointment confirmations
- Follow-up messages regarding care
- Billing inquiries or account notifications
- Office closures or schedule changes

Example:

“Hello, this is a reminder of your upcoming appointment with Florence Chiropractic and Wellness Center on [Date] at [Time]. Reply STOP to opt out of SMS messaging at any time.”

3. Message Frequency

Message frequency may vary depending on your appointments and account activity. You may receive up to 2 SMS messages per week regarding appointments, billing, or office notifications.

4. Potential Fees for SMS Messaging

Standard message and data rates may apply depending on your wireless carrier plan. Charges may vary for domestic or international messages.

5. Opt-In Method

You may opt in to receive SMS messages from Florence Chiropractic and Wellness Center by:

- Verbally, during a conversation.

SMS consent is not required to receive care.

6. Opt-Out Method

You may opt out of receiving SMS messages at any time by replying “STOP” to any text message.

You may also contact our office directly to request removal from our messaging list.

7. Help

If you experience any issues, contact our office directly through the contact information listed on our website.

8. Standard Messaging Disclosures

- Message and data rates may apply.
- You can opt out at any time by texting “STOP.”
- For assistance, text “HELP” or visit our Privacy Policy and Terms & Conditions pages.
- Message frequency may vary.