

South Park Optical Privacy Policy for Communication and SMS Messaging

South Park Optical is committed to protecting the privacy and security of our patients' information. This Privacy Policy explains how we collect, use, and safeguard your information, including information communicated via text message (SMS).

This policy is in compliance with the Health Insurance Portability and Accountability Act (HIPAA).

We may collect the following information via SMS messaging or virtual communication:

- Name
- Mobile phone number
- Email address
- Appointment information
- Limited healthcare-related information necessary for scheduling or coordination
- Communication preferences

We do not collect financial information through text messaging.

We may use your information to:

- Send appointment reminders
- Confirm or reschedule appointments
- Respond to inquiries
- Send office announcements

We will not send detailed medical diagnoses, test results, or sensitive clinical information via SMS.

By providing your mobile number and consenting to receive text messages:

- You agree to receive informational healthcare-related texts.
- Message frequency varies.
- Message and data rates may apply.
- You may opt out at any time by replying STOP.
- You may request help by replying HELP or calling our office.

Text messaging is not fully secure. While we take reasonable safeguards, we cannot guarantee the confidentiality of information transmitted via SMS.

We do not sell, rent, or share your mobile number with third parties for marketing purposes.

As a healthcare provider, we comply with HIPAA requirements regarding the protection of Protected Health Information (PHI).

We use reasonable administrative, technical, and physical safeguards to protect your information.

If you believe your information has been compromised, please contact us at 716-823-6093.

We may use secure third-party communication platforms to send text messages. These vendors are required to sign Business Associate Agreements (BAAs) when applicable under HIPAA.

We retain communication records as required by state and federal law and in accordance with our record retention policies.

You have the right to:

- Access your protected health information
- Request corrections
- Restrict certain communications
- Withdraw SMS consent at any time

We may update this Privacy Policy periodically. Updates will be posted at our front desk and on our web site with copies available and effective dates.