

EMAIL AND TEXTING (SMS) PRIVACY POLICY AND TERMS AND CONDITIONS

The following policy explains how we collect, use and protect your information when you opt-in to receive text (SMS) messages or emails from Fort Worth Dermatology Associates. By opting in you agree and consent to this policy.

1. DATA COLLECTION

When you consent to receive emails or text messages from Fort Worth Dermatology Associates, we may collect the following information:

- Your name, mobile phone number and email address
- Any content that you send to us via email or text messages
- Any data related to email or text message delivery

2. HOW WE USE YOUR DATA/INFORMATION

We use your data/information that we collect via your consent to:

- Send you email and/or text messages, updates, alerts, appointment reminders, promotions and other messages related to our services or your continued treatment as well as information about your account.
- Respond to your requests or inquiries

3. DATA SHARING AND DISCLOSURE

We do not share, in any way, your personal information with third parties except as necessary to:

- Comply with applicable laws and/or legal processes
- Provide services through contracted/trusted third-party service providers who process email and text messages on our behalf
- Maintain your continued care including your providers, insurance companies and any other parties associated with your healthcare.

4. DATA SECURITY AND RETENTION

We have implemented technical and administrative processes to protect your information including but not limited to access control, encrypted email system and secure storage. We will provide you with immediate notification should there be a breach in your information that we have collected. We will retain this information as long as you have an account with our practice. It will be stored internally in our software systems on site.

5. OPT-IN AND OPT-OUT EMAIL AND TEXTING

You may opt-out from receiving text messages from us at any time by replying STOP to any text message. Upon opting out, you will no longer receive text messages from us. You will still receive other types of communication, i.e. email and phone calls. If you wish to opt out of these forms of

communication, please contact our office at 817-336-8131. Opt-out requests will be processed within 10 business days of the receipt of your request.

6. YOUR RIGHTS

You have the right to:

- Update or correct your personal information. To do this, please contact our office at 817-336-8131
- Request the deletion of your personal information where applicable by law.

7. UPDATES TO THIS POLICY

Any changes to this policy will be effective upon posting them to our website and/ or notifying you directly by email, text, phone or US mail.

8. CONTACT INFORMATION

If you have any questions or concerns about this policy, please contact us via email, phone or US mail at:

Email address: secure@fwtxderm.com

Phone number: 817-336-8131

Mailing address:

Fort Worth Dermatology Associates

4828 Bryant Irvin Court, Ste 200

Fort Worth, TX 76107-7640

9. TEXT AND EMAIL FREQUENCY

By opting in to our text and/or email marketing or commercial messages you agree to receive recurring promotional and informational messages via text or email. Messages could vary in frequency and should not exceed 5 messages per week. On specific occasions these messages could exceed this number depending on the personal situation. Message and Data Rates may apply depending on your mobile carrier plan.

10. CONSENT

By using our website to read and understand this Privacy Policy and Email and Text Terms and Conditions you agree to both. Consent is also given when you sign our consent form to opt-in to our email and texting services.