

NEURO PLLC

Clinical Neuropsychology

15600 36th Ave N, Suite 140 · Plymouth, MN 55446 · (763) 308-5255

SMS / Text Messaging Privacy Policy

Effective Date: August 6, 2023 · Last Updated: August 6, 2026

Neuro PLLC (“we,” “us,” or “our”), operating as a clinical neuropsychology practice, respects your privacy. This section describes how we collect, use, disclose, and protect information in connection with text messages (SMS/MMS) that we may send as part of patient communication, appointment-related messages, care coordination, and related campaigns. It is intended to meet applicable requirements under the Telephone Consumer Protection Act (TCPA), CTIA messaging principles, carrier 10DLC rules, and (where relevant) HIPAA.

This SMS section supplements our general website Privacy Policy and our HIPAA Notice of Privacy Practices. For full details on how we handle protected health information (PHI), please review our Notice of Privacy Practices.

1. Information We Collect Related to SMS

When you opt in to receive text messages from us, we may collect and process:

- Your mobile phone number
- Your name (if provided)
- Consent records (date, time, method of opt-in, and related details)
- Message content you send or receive, delivery status, timestamps, and interaction data (e.g., replies such as STOP or HELP)
- Limited technical or routing information necessary to deliver messages

We collect this information when you provide it via website forms, intake paperwork, verbal consent documented by staff, keyword opt-in, or other clear affirmative means.

2. How We Use SMS Information

We use the information to:

- Send transactional and operational messages related to your care or our services (e.g., appointment reminders, confirmations, rescheduling, forms, general office updates, billing-related notices, or responses to inquiries you initiate)
- Send campaign or patient-communication messages only where you have provided appropriate consent
- Manage opt-outs, respond to HELP requests, and improve message delivery and service quality
- Comply with legal, regulatory, and carrier requirements

Message frequency varies. Message and data rates may apply depending on your mobile carrier plan.

Standard SMS is not end-to-end encrypted. There is a risk that messages could be viewed by anyone with access to your device. We limit the clinical detail in texts and use the minimum necessary information. Sensitive or detailed health information is generally directed to more secure channels (patient portal, phone, or in-person).

3. Sharing of Information — Critical SMS Carve-Out

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

We do not sell, rent, or share your mobile number or SMS opt-in/consent data with third parties or affiliates for their own marketing or promotional purposes.

We may share information only as needed with:

- Trusted service providers (including SMS platform vendors) who help us deliver messages, under contractual obligations (and Business Associate Agreements where PHI is involved) that prohibit use for their own marketing
- As required by law, legal process, or to protect rights, safety, or security
- In connection with a business transfer (subject to applicable privacy protections)

Your SMS consent is specific to Neuro PLLC and is not transferable.

4. Consent and Opt-Out

By providing your mobile number and affirmatively opting in (e.g., via checkbox, form, or documented verbal consent), you consent to receive the types of messages described above from Neuro PLLC at that number. **Consent is not a condition of receiving care or services.**

You may opt out at any time by:

- Replying **STOP** to any message from us
- Contacting our office and requesting removal

We will process opt-out requests promptly (typically within the timeframes required by carriers and applicable law). After opting out, you may still receive limited non-marketing communications if required (e.g., certain transactional notices), or we may contact you by other means. Reply **HELP** for assistance or contact information.

5. Data Security and Retention

We implement reasonable administrative, technical, and physical safeguards appropriate to the nature of the information. SMS platform providers we use are expected to maintain appropriate security controls, and we execute Business Associate Agreements where required under HIPAA.

We retain SMS-related records (including consent and opt-out history) for as long as needed to provide services, maintain accurate records, comply with legal/regulatory requirements (including potential TCPA record-keeping needs), and resolve disputes. Retention periods for clinical records follow our standard medical-record policies and applicable law.

6. HIPAA Considerations

Neuro PLLC is a covered entity under HIPAA. When text messages involve PHI, we handle that information in accordance with our Notice of Privacy Practices and applicable law. We aim to limit clinical detail in SMS. Patients may request alternative communication methods. Providing a mobile number and consenting to texts is voluntary and is not required to receive treatment.

7. Changes to This Policy

We may update this SMS privacy language from time to time. The effective/last-updated date will be revised accordingly. Material changes will be posted on our website.

8. Contact Us

Questions about this SMS privacy policy or our text messaging practices:

Neuro PLLC
15600 36th Ave N, Suite 140
Plymouth, MN 55446
Phone: (763) 308-5255
Website: neuromn.com

For HIPAA-related privacy rights or questions, refer to our Notice of Privacy Practices or contact our Privacy Officer.