



# Appointment Reminder Privacy Policy (SMS & Email)

Effective Date: March 18, 2026

## 1. Introduction

This Privacy Policy describes how Mental Health Solutions, S.C. ("we," "us," or "our") collects, uses, and protects your personal information in connection with our appointment reminder programs, which include SMS text messages and email communications. By enrolling in either or both reminder services, you acknowledge and agree to the terms of this Privacy Policy.

## 2. Information We Collect

When you enroll in our SMS and/or email appointment reminder programs, we may collect the following information:

- Your name
- Mobile phone number
- Email address
- Appointment date(s) and time(s)
- Provider or department name
- Preferred language for communications

## 3. How We Use Your Information

We use the information collected solely for the following purposes:

- Sending appointment reminders via SMS text message and/or email
- Confirming or rescheduling appointments upon your request
- Providing follow-up care reminders as directed by your healthcare provider
- Improving the quality and delivery of our reminder services

We will not use your mobile phone number, email address, or any personal information collected through these programs for marketing or promotional purposes without your separate, explicit consent.

## 4. HIPAA Compliance

As a healthcare organization, we are committed to protecting your health information in accordance with the Health Insurance Portability and Accountability Act (HIPAA).



Appointment reminders sent via SMS or email are limited to appointment logistics (e.g., date, time, location) and will not include detailed medical information. All data transmitted or stored as part of these programs is protected using appropriate administrative, technical, and physical safeguards.

## 5. Data Sharing and Disclosure

We do not sell, rent, or share your personal information with third parties except in the following limited circumstances:

- **Service Providers:** We may share your information with trusted third-party vendors who assist in delivering text messages and emails on our behalf. These vendors are contractually obligated to protect your information and use it only as directed by us.
- **Legal Requirements:** We may disclose information if required to do so by law or in response to a valid legal process.
- **Safety:** We may disclose information where necessary to protect the safety of any person.
- All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties, excluding aggregators and providers of the Text Message services.
- Text messaging originator opt-in data and consent will not be shared with any third parties, excluding aggregators and providers of the Text Message services.

## 6. Consent and Enrollment

Enrollment in our SMS and/or email reminder programs is entirely voluntary. By providing your mobile phone number and/or email address and agreeing to receive reminders, you consent to receive appointment reminders through those channels. SMS message frequency will vary depending on the number of upcoming appointments you have scheduled. Standard message and data rates from your mobile carrier may apply to SMS messages. You may enroll in one or both reminder programs independently.

## 7. How to Opt Out

You may opt out of receiving SMS and/or email appointment reminders at any time using any of the following methods:

- Contact our office directly by phone (608-829-1800) or in person and request to be removed from the SMS and/or email reminder program.



- Submit a written request to:  
Mental Health Solutions, S.C.  
7633 Ganser Way, Suite 204  
Madison, WI 53719

Once you opt out of a channel, you will no longer receive reminders through that channel. Opting out of SMS reminders does not automatically remove you from email reminders, and vice versa.

## **8. Data Retention**

We retain your mobile phone number, email address, and related enrollment information only as long as necessary to provide the applicable reminder service, or as required by applicable law. Upon your request to opt out, we will remove your contact information from our active reminder lists in a timely manner.

## **9. Data Security**

We implement reasonable technical and organizational safeguards to protect your information from unauthorized access, disclosure, alteration, or destruction. However, no method of electronic transmission or storage is completely secure. While we strive to use commercially acceptable means to protect your information, we cannot guarantee absolute security.

## **10. Your Rights**

You have the right to:

- Access the personal information we hold about you in connection with this program.
- Request correction of any inaccurate information.
- Request deletion of your information from our SMS and/or email reminder records.
- Withdraw your consent to receive SMS messages and/or emails at any time.

To exercise any of these rights, please contact us using the information provided in Section 12 below.

## **11. Changes to This Policy**

We reserve the right to update or modify this Privacy Policy at any time. Any changes will be posted with a revised effective date. Your continued participation in the SMS



and/or email reminder programs after changes are posted constitutes your acceptance of the updated policy. We encourage you to review this policy periodically.

## **12. Contact Us**

If you have any questions or concerns about this Privacy Policy or our SMS and/or email reminder programs, please contact us:

**Mental Health Solutions, S.C.**

7633 Ganser Way, Suite 204

Madison, WI 53719

608-829-1800

*This policy was last reviewed and updated on March 18, 2026.*