

ROCKY MOUNTAIN NATURAL MEDICINE

SMS Compliance Documentation

This document contains three sections required for TCR (The Campaign Registry) registration and carrier compliance:

- 1 SMS & Text Message Privacy Policy**
Covers data collection, use, and the explicit prohibition on sharing mobile opt-in data.
- 2 SMS Terms & Conditions**
Program description, opt-in/opt-out instructions, and all required disclosures.
- 3 Patient SMS Consent Form**
Printable form for patients to sign at intake or on request.

1136 E. Stuart St, Bldg 4, STE 201, Fort Collins, CO 80525 · (970) 237-1062
fortcollinsnaturalmedicine.com

SMS & Text Message Privacy Policy

1136 E. Stuart St, Bldg 4, STE 201, Fort Collins, CO 80525 · (970) 237-1062

This policy describes how Rocky Mountain Natural Medicine collects, uses, and protects your mobile phone number and SMS consent.

Mobile Opt-In Data — No Sharing Policy

Mobile opt-in data and consent — including your mobile phone number and your choice to receive SMS messages — **will not be shared with any third party or affiliate for any purpose, including marketing.** This information is used solely to deliver the messages you have consented to receive from Rocky Mountain Natural Medicine.

- No mobile opt-in data is sold, rented, or transferred to outside companies.
- No third party may use your opt-in status to contact you independently.
- SMS platform providers (e.g., RingCentral) receive only what is technically necessary to transmit messages and are contractually prohibited from using it for any other purpose.

INFORMATION WE COLLECT

When you provide your mobile phone number to Rocky Mountain Natural Medicine, we may collect the following:

- Your mobile phone number
- Your consent to receive SMS text messages from our practice
- Your communication preferences (e.g., opt-in or opt-out status)

This information may be collected through:

- Patient intake forms (paper or electronic)
- Our website contact or appointment request forms
- Direct communication with our staff

HOW WE USE YOUR INFORMATION

Rocky Mountain Natural Medicine uses your mobile number solely to communicate with you about your care. Text messages may include:

- Appointment reminders and confirmations
- Follow-up care reminders
- Practice updates and health-related announcements
- Responses to questions or requests you have submitted to us

HOW WE SHARE YOUR INFORMATION

Your mobile phone number, SMS opt-in consent, and opt-in data are **never sold, rented, or shared with any third party or affiliate for marketing or promotional purposes.** Mobile opt-in information will not be shared

with any outside company for any purpose other than those strictly necessary to deliver your messages.

We may share your contact information only in the following limited circumstances:

- With your other healthcare providers, when you have authorized collaboration
- As required by law (e.g., subpoenas, legal orders)
- With our SMS platform provider (e.g., RingCentral) solely for the purpose of transmitting messages on your behalf — these providers are bound by confidentiality obligations and are contractually prohibited from using your information for any other purpose

SMS CONSENT & OPT-OUT

By providing your mobile number and consenting to receive SMS messages from Rocky Mountain Natural Medicine, you agree to receive the types of messages described above. SMS consent is voluntary and separate from your consent to receive naturopathic care. Opting out will not affect your care at RMNM.

You may opt out at any time using any of the following methods:

- Reply **STOP** to any text message you receive from us
- Contact our office directly at (970) 237-1062
- Notify your provider or our front desk staff in person

For assistance, reply **HELP** to any text message, visit fortcollinsnaturalmedicine.com/contact, or call (970) 237-1062.

SECURITY & PRIVACY

Rocky Mountain Natural Medicine is committed to protecting your personal information. We maintain administrative, technical, and physical safeguards in accordance with HIPAA and applicable Colorado privacy laws.

Please be aware that standard SMS text messages are not encrypted. If you have concerns about the privacy of a specific health-related message, please contact us by phone or in person.

YOUR RIGHTS

You have the right to:

- Opt out of SMS communications at any time without affecting your care
- Request that we update or remove your mobile number from our records
- Ask questions about how your contact information is used

CONTACT US

If you have questions about this SMS Privacy Policy or wish to update your communication preferences, please contact us:

- By phone: (970) 237-1062
- In person: 1136 E. Stuart St, Bldg 4, STE 201, Fort Collins, CO 80525
- Online: fortcollinsnaturalmedicine.com/contact

This policy applies to SMS communications only. For our full HIPAA Notice of Privacy Practices, please visit our website or request a copy from our front desk.

SMS Terms & Conditions

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These terms govern the SMS messaging program operated by Rocky Mountain Natural Medicine and apply to all patients who consent to receive text messages from our practice.

PROGRAM DESCRIPTION

Rocky Mountain Natural Medicine operates an SMS messaging program to communicate with patients about their care. Messages sent through this program may include:

- Appointment reminders and confirmations
- Follow-up care reminders
- Practice updates and health-related announcements
- Responses to questions or requests submitted to our office

Messages are sent from Rocky Mountain Natural Medicine via RingCentral. This program is available to patients with a valid U.S. mobile number.

HOW TO OPT IN

You may opt in to receive SMS messages from Rocky Mountain Natural Medicine by any of the following methods:

- Completing and signing a Patient SMS Consent Form (paper or electronic)
- Providing verbal consent to our front desk or provider, confirmed in writing
- Submitting a consent request through our website contact or appointment form

Consent is not a condition of receiving care. Your participation is entirely voluntary.

INITIAL TEXT MESSAGE

Upon opting in, you will receive a confirmation text from Rocky Mountain Natural Medicine that includes the following information:

Sample Initial / Confirmation Text

"Rocky Mountain Natural Medicine: You're now opted in to receive appointment reminders and care updates from our practice. Msg & data rates may apply. Msg frequency varies. Reply STOP to cancel, HELP for help. Privacy Policy: fortcollinsnaturalmedicine.com/forms | Terms: fortcollinsnaturalmedicine.com/terms"

This confirmation message serves as acknowledgment of your opt-in and provides all required disclosures at the point of first contact.

REQUIRED DISCLOSURES

The following terms apply to all SMS communications from Rocky Mountain Natural Medicine:

- Messaging frequency may vary based on your care schedule and requests.

- Message and data rates may apply depending on your mobile carrier and plan.
- You can opt out at any time by texting **STOP** to any message from us.
- For assistance, text **HELP** to any message from us, or visit fortcollinsnaturalmedicine.com/contact
- Visit fortcollinsnaturalmedicine.com/forms for our SMS Privacy Policy and fortcollinsnaturalmedicine.com/terms for our Terms of Service.

Sample Consent Language (for forms and website)

"I consent to receive appointment reminders, follow-up care reminders, practice updates, and patient support messages from Rocky Mountain Natural Medicine. Reply STOP to opt out; Reply HELP for support; Message & data rates may apply; Messaging frequency may vary. Visit fortcollinsnaturalmedicine.com/forms for our Privacy Policy and fortcollinsnaturalmedicine.com/terms for our Terms of Service."

OPT-OUT

You may opt out of SMS communications from Rocky Mountain Natural Medicine at any time:

- Text **STOP** to any message — you will receive a one-time confirmation that you have been unsubscribed
- Call our office at (970) 237-1062
- Notify our front desk or provider in person

After opting out, you will receive no further SMS messages except a single opt-out confirmation. Opting out will not affect your naturopathic care at RMNM.

HELP

Text **HELP** to any message from us for assistance. You may also contact us directly:

- Phone: (970) 237-1062
- Online: fortcollinsnaturalmedicine.com/contact
- In person: 1136 E. Stuart St, Bldg 4, STE 201, Fort Collins, CO 80525

DATA & PRIVACY

Mobile opt-in data — including your phone number and consent status — will not be shared with any third party or affiliate for marketing or any other purpose. See Section 1 (SMS & Text Message Privacy Policy) for full details.

SUPPORTED CARRIERS

This program is supported by major U.S. carriers including AT&T, Verizon, T-Mobile, Sprint, and others. Carrier support may vary.

These terms apply to SMS communications only and are separate from our HIPAA Notice of Privacy Practices. Last updated: June 2026.

SECTION 3 OF 3

Patient SMS Consent Form

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PATIENT INFORMATION

Patient Name _____ Date of Birth _____

Mobile Phone Number _____ Provider / Clinician _____

SMS & TEXT MESSAGE CONSENT

This section is **optional** and separate from your consent to receive naturopathic care. Opting out will not affect your care at RMNM.

I consent to receive **appointment reminders, follow-up care reminders, practice updates, and patient support messages** from Rocky Mountain Natural Medicine at the mobile number provided above.

By checking the box above, you agree to the following:

- Messaging frequency may vary based on your care schedule and requests.
- Message and data rates may apply depending on your carrier and plan.
- You can opt out at any time by texting **STOP**, calling (970) 237-1062, or notifying our front desk.
- For assistance, text **HELP** or visit fortcollinsnaturalmedicine.com/contact
- Visit fortcollinsnaturalmedicine.com/forms for our SMS Privacy Policy and fortcollinsnaturalmedicine.com/terms for our Terms of Service.

Your mobile number is never sold or shared with third parties for marketing purposes. Mobile opt-in data will not be shared with any outside company.

OPT-OUT (if previously consented)

Check this box if you wish to withdraw your consent to receive SMS messages from RMNM.

I wish to **opt out** of SMS communications from Rocky Mountain Natural Medicine. I understand this will not affect my care.

SIGNATURE

By signing below, I confirm I have read and understood the information above.

Patient Signature _____ Date _____

Printed Name _____