



## SMS & TEXT MESSAGE PRIVACY POLICY

### ROCKY MOUNTAIN NATURAL MEDICINE

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

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

## INFORMATION WE COLLECT

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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

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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

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Your mobile phone number and SMS consent are **never sold, rented, or shared with third parties or affiliates** for their own marketing or communications purposes.

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 our behalf — these providers are bound by confidentiality obligations and may not use your information for any other purpose

## SMS CONSENT & OPT-OUT

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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.

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 or contact us at (970) 237-1062.

Message and data rates may apply. Messaging frequency may vary. Visit <https://fortcollinsnaturalmedicine.com/forms/> to view our SMS Privacy Policy. SMS consent is voluntary and separate from your consent to receive naturopathic care. Opting out of text messages will not affect your care at RMNM.

## SECURITY & PRIVACY

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Rocky Mountain Natural Medicine is committed to protecting your personal information. We maintain administrative, technical, and physical safeguards to protect your mobile number and communication preferences 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

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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

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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: <https://fortcollinsnaturalmedicine.com/contact/>

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*This policy applies to SMS communications only. For our full Notice of Privacy Practices regarding your protected health information (HIPAA), please visit our website or request a copy from our front desk.*