



Text Messaging Privacy Policy

OrthoNJ, LLC takes your privacy seriously, and we want you to know how we collect, use, and share your information when you opt-in for text messaging from our healthcare practice. For information on how we handle your Protected Health Information under applicable privacy laws (including for healthcare treatment and payment), please review our HIPAA Notice of Privacy Practices.

Information We Collect and Method of Collection

We collect personal information from you to send you text messages, including your name and phone number. We may also collect message interaction and consent data, including delivery status, response data, and method of opt-in. You provide your personal information to us when you contact us to make an appointment or if you are referred to our office, and our third-party service provider may collect message interaction data through their systems.

How We Use Your Information

We use your information to send you healthcare-related text messages, such as appointment reminders, text-to-pay links, mobile check-in links, and office closure announcements. We also use your information to monitor and improve our text messaging services. Under HIPAA, we may further use your name and phone number (along with other Protected Health Information) as explained in our HIPAA Notice of Privacy Practices.

Data Sharing and Disclosure

We do not sell or share the personal data collected under this policy with third parties or affiliates for marketing or promotional purposes without your prior explicit consent. Your text messaging opt-in is not shared with third parties except as required by law or with our trusted service providers as needed to provide the text messaging services. We may disclose your information as permitted by law for purposes of providing the services, legal compliance, corporate transactions (such as a merger or sale), or for security and safety (to prevent harm or to respond to an emergency).

How We Collect Consent

Your consent for us to send you text messages applies only to communications from our medical office and service partners and does not extend to third-party businesses. We collect your consent to receive text messages in three different ways:

Verbal Opt-In	<p>When you call our office to make an appointment, we may collect your consent verbally as shown in this example:</p> <p>Doctor's Office Staff: We can send you automated texts about your healthcare, including appointment reminders, text-to-pay, and office closures. Message and data rates may apply, depending on your cell phone service plan. You can opt out at any time by replying STOP. Would you like to receive these texts?</p> <p>Patient: Yes, please</p> <p>Doctor's Office Staff: Great! We will confirm your enrollment.</p>
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	(If you say “no,” we will not enroll you to receive text messages.)
Healthcare Opt-In	The Federal Communications Commission has determined that when you as a patient give your number to a healthcare provider, the provision of your own phone number constitutes “prior express consent for healthcare calls” and text messages from that provider, such as appointment reminders. See 30 FCC Rcd 7961, ¶ 141 (2015). If you provide your phone number to us, we may rely on that as your prior express consent to receive text messages in accordance with applicable law. You can opt out at any time by replying STOP.
Paper Opt-In	In our patient paperwork, we may ask you to provide written consent to receive communications from us. This paper form will include language like the following: <i>By supplying my home telephone number, mobile telephone number, email address, or other personal contact information, I consent to this medical office calling, texting, and contacting me at the information provided, for the purpose of notifying me of a pending appointment, a missed appointment, an overdue wellness exam, balances due, lab results, and any other healthcare treatment, payment or administrative matter. I consent to receiving multiple such messages per day. I understand and acknowledge that the mobile phone carrier or other companies providing my telecommunications services may charge me fees for such calls and text messages. I understand that text messages are unencrypted and there is a risk that text messages could be read by an unintended third-party while in transmission to me. This medical practice and its subcontractors are not responsible for any unauthorized access to my information while in transmission to me. I acknowledge this risk and still consent to receiving the messages described above. I understand that I may cancel this consent and opt out of receiving such communications by responding accordingly to such messages or notifying the medical office.</i>

Opt-Out Instructions

You can opt out of our text service at any time by calling our office or replying with “STOP” to any message you receive from us. Once you opt out, you will promptly stop receiving further messages unless you opt back in.

Security of Your Information

We take reasonable measures to protect the information you provide from unauthorized access, disclosure, or misuse. However, no system is completely secure, and we do not guarantee the security of your data during transmission or storage. Please also be aware that SMS text messages are not encrypted and the content may be accessible by third parties. We do not recommend sending sensitive information through SMS text message.

Changes to this Policy

We reserve the right to update or modify this Text Messaging Privacy Policy at any time. Any significant changes will be communicated via text message or other method as we determine appropriate. Continued use of our text service after any changes indicates your acceptance of the revised policy. If anything in this policy is inconsistent with our HIPAA Notice of Privacy Practices, the HIPAA Notice of Privacy Practices will control if it applies.

Contact Us

If you have any questions about this Text Messaging Privacy Policy or wish to update your text preferences, please contact our office.