

Privacy Policy for Text Messaging Services

Effective Date: 09/25/2025

At Southwest Atlanta Nephrology, we value your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, share and protect your information when you interact with our text messaging services.

1. Information We Collect

When you opt-in to receive text messages from us, we may collect the following information:

- **Phone number:** To send you text messages and respond to your inquiries.
Message content: If you contact us via text, we may retain your messages to improve our services.
- **carrier information:** We may automatically receive certain information about your mobile device and network provider.

2. How We Use Your Information

We may use your phone number and other collected data to:

- Send you updates, and alerts.
- Respond to your inquiries and customer service requests.
- Improve our text messaging service.
- Comply with legal obligations and protect our rights.

3. Opt-In and Opt-Out

Opt-In: By providing your phone number and agreeing to receive text messages, you give us permission to send you text communications.

- **Opt-Out:** You can opt-out at any time by replying "STOP" to any message we send. After opting out, we will not send you further text messages unless you send "START" to our number.

4. Data Security

We use reasonable measures to protect the security of your personal information. However, please be aware that no method of transmission over the internet or via mobile networks is 100% secure. We cannot guarantee the absolute security of your data.

5. Sharing of Your Information

- **With Service Providers:** We may share your information with trusted third-party service providers who assist us in delivering our text messaging services. These providers are contractually obligated to keep your information confidential and use it only for the purposes of assisting us.
- **For Legal Compliance:** We may share your information if required to do so by law, regulation, or legal process (such as a subpoena, court order, or government request).
- **Business Transfers:** In the event of a merger, acquisition, or sale of all or a portion of our business, your information may be transferred as part of the transaction.

With Your Consent: We may share your information with third parties if you provide explicit consent to do so.

We will not sell, rent, or otherwise share your personal and mobile information with third parties.

6. Children's Privacy

Our text messaging services are not intended for children under the age of 13. We do not knowingly collect or solicit personal information from children. If we learn that we have collected personal information from a child under 13, we will delete it immediately.

7. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and the effective date will be updated accordingly. We encourage you to review this policy periodically.

8. Contact Us

If you have any questions about this Privacy Policy or our text messaging practices, please contact us at:

Southwest Atlanta Nephrology, PC
lwilliams@swaneph.com

404-696-7300