



SMS Privacy Policy

Front Range Retina, P.C. SMS Privacy Policy

Front Range Retina, P.C. respects your privacy. This SMS Privacy Policy describes how information associated with our SMS text messaging program is collected, used, and shared.

Information We Collect

When you communicate with Front Range Retina by SMS, we may collect and maintain information including:

- Your name
- Your mobile telephone number
- Your SMS consent or opt-in status
- The date, time, and content of text messages sent to or received from you
- Information you voluntarily provide through text messaging
- Information necessary to respond to your questions or provide administrative services related to your care

How We Use Your Information

Information collected through SMS may be used to:

- Communicate with you regarding appointments
- Schedule or reschedule appointments
- Follow up regarding referrals
- Respond to questions and requests
- Communicate regarding insurance or prior authorization matters
- Communicate regarding billing or account matters
- Provide forms, office information, and other administrative communications related to your care
- Maintain records of communications and your SMS consent preferences
- Operate and administer our SMS messaging program

Front Range Retina does not use this SMS program to send marketing or promotional messages.

Sharing of Information

Front Range Retina does not sell your personal information.



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RETINA

No mobile opt-in information or text message consent will be shared with third parties or affiliates.

Information may be disclosed to service providers that assist Front Range Retina in providing communications and other services on our behalf, as necessary to operate our services and subject to applicable privacy and confidentiality requirements. Information may also be disclosed when required or permitted by law.

SMS Consent Information

Your decision to consent to SMS messaging is voluntary. Consent to receive SMS messages is not a condition of receiving medical care or services from Front Range Retina.

You may withdraw your consent to SMS messaging at any time by replying **STOP** to a text message from Front Range Retina.

Security and Healthcare Information

Front Range Retina takes reasonable measures to protect personal information. However, standard SMS text messaging may not provide the same level of security as other forms of communication. Please do not use SMS for emergencies or urgent medical concerns.

Our SMS program is intended primarily for customer service and administrative communications rather than detailed clinical communications.

Your Choices

You may opt out of SMS messages at any time by replying **STOP**. For assistance, reply **HELP** or contact Front Range Retina at **(720) 828-3937**.

Changes to This Policy

Front Range Retina may update this SMS Privacy Policy from time to time. Updates will be posted on this page.

Contact Us

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