

# Privacy Policy

**Effective Date:** July 29, 2026

**Company Name:** Patterson Chiropractic Center, Inc.

## 1. Introduction

Patterson Chiropractic Center, Inc. respects your privacy and is committed to protecting it. This Privacy Policy explains how we collect, use, and share information when you interact with our services, including when you opt in to receive SMS/MMS communications in compliance with applicable laws and messaging regulations, including Twilio's 10DLC requirements.

## 2. Information We Collect

We may collect the following types of information:

- **Personal Information:** name, phone number, email address, and other contact details.
- **Messaging Data:** Information related to SMS/MMS communications, including message content, timestamps, and delivery status.
- **Usage Data:** Information about how you interact with our website or services.

## 3. How We Use Your Information

We use your information to:

- Send transactional or promotional messages (only with your consent)
- Provide customer support
- Improve our services
- Comply with legal and regulatory requirements

## 4. SMS Messaging & 10DLC Compliance

By providing your phone number and opting in, you consent to receive SMS/MMS messages from **Patterson Chiropractic Center, Inc.**

**Message Types May Include:**

- Customer support updates
- Account notifications
- Marketing or promotional messages (if explicitly opted in)

**Message Frequency:** Message frequency may vary.

**Message & Data Rates:** Standard message and data rates may apply.

**5. Consent & Opt-In**

We collect consent through the following methods:

- Website forms
- Verbal agreement
- Written consent (including digital forms)

By opting in, you agree to receive messages from us. Consent is not a condition of purchase.

**6. Opt-Out Instructions**

You can opt out of SMS communications at any time by:

- Replying **STOP** to any message

After opting out, you will no longer receive SMS messages unless you re-subscribe.

For help, reply **HELP** or contact us directly.

**7. Data Sharing & Disclosure**

We do **not sell or rent your personal information**.

We may share your information with:

- Service providers (such as messaging platforms like Twilio) strictly for delivering services
- Legal authorities when required by law

**8. Data Security**

We implement reasonable safeguards to protect your information from unauthorized access, disclosure, or misuse.

## **9. Data Retention**

We retain your information only as long as necessary to:

- Provide services
- Comply with legal obligations
- Resolve disputes

## **10. Your Rights**

Depending on your location, you may have rights to:

- Access your personal data
- Request correction or deletion
- Withdraw consent

## **11. Changes to This Policy**

We may update this Privacy Policy periodically. Changes will be posted on this page with an updated effective date.

## **12. Contact Information**

If you have questions about this Privacy Policy, contact us at:

**Phone: 478-987-7555**