

Privacy Policy for SMS Texting Service

Heritage Animal Clinic is committed to protecting your privacy. This Privacy Policy describes how we collect, use, and disclose personal information when you use our SMS texting service.

1. Information We Collect:
 - a. Personal Information: When you sign up for our SMS texting service, we may collect personal information such as your name, phone number, and any other information you provide.
 - b. Usage Information: We may collect information about how you use our SMS service, including the content of your messages, timestamps, and interactions with our service.
2. How We Use Your Information:
 - a. Providing the Service: We use the information we collect to deliver and improve our SMS texting service, including sending messages, managing subscriptions, and providing customer support.
 - b. Communications: We may use your contact information to send you important updates, notifications, or promotional messages related to our service.
 - c. Analytics: We may analyze usage patterns and trends to improve the quality and effectiveness of our SMS service.
3. Information Sharing:
 - a. Service Providers: We may share personal information with trusted third-party service providers who assist us in operating our SMS texting service, such as SMS gateway providers and customer support platforms.
 - b. Legal Compliance: We may disclose personal information when required by law or in response to valid legal process, such as a court order or subpoena.
4. Data Retention:
 - a. We retain personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.
5. Security:
 - a. We implement reasonable security measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction.
6. Your Choices:
 - a. Opt-Out: You may opt-out of receiving promotional messages from us by following the instructions included in the messages or by contacting us directly.
 - b. Access and Update: You may access or update your personal information by contacting us using the information provided below.
7. Children's Privacy:
 - a. Our SMS texting service is not directed to children under the age of 13, and we do not knowingly collect personal information from children under 13. If you believe that we have inadvertently collected personal information from a child under 13, please contact us immediately.
8. Changes to this Privacy Policy:

- a. We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any material changes by posting the updated Privacy Policy on our website or by other means.
9. Opt-In Policy:
- a. Please apply the following disclaimer to all instances where we gather client phone numbers for use in SMS texting: By entering my mobile number, I agree to receive appointment reminder texts as well answers to questions I may ask from Heritage Animal Clinic. Message frequency varies by appointment. Message + data rates may apply. Reply STOP to unsubscribe.
10. Contact Us:
- a. If you have any questions, concerns, or requests regarding this Privacy Policy or our SMS texting service, please contact us at **1 (256) 279-5449**

This Privacy Policy was last updated on 5/17/2024