



SMS Privacy Policy for Little Legends Therapy

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Contact Information:

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Introduction

Little Legends Therapy ("we," "us," "our") is committed to protecting your privacy and safeguarding your personal and health information. This Privacy Policy outlines how we collect, use, disclose, and protect your information in compliance with the Health Insurance Portability and Accountability Act (HIPAA), the Telephone Consumer Protection Act (TCPA), and A2P 10DLC messaging standards.

Information We Collect

1. **Protected Health Information (PHI):** Identifiable health and treatment details.
2. **Personal Information:** Contact information (e.g., phone, email), billing, and demographics.
3. **Non-Personal Information:** Usage data collected through cookies and tracking technologies.

How We Use Your Information

1. **Treatment and Healthcare Operations:** Provide care, improve medical services, and schedule appointments.
2. **Communication:** Send appointment reminders, follow-ups, and treatment-related updates via SMS or email.
3. **Billing:** Process payments and insurance claims.
4. **Usage Analytics:** Improve website functionality.

Data Retention

We retain health records for at least seven years, after which they are securely destroyed.

Data Security

1. **Encryption:** Data is encrypted during transmission and storage.
2. **Access Controls:** Access is restricted to authorized personnel.
3. **Monitoring:** Systems are monitored for breaches, and affected parties are notified as required.

Patient Consent: Opt-In and Opt-Out

Opt-In

Patients consent to receive communications (e.g., appointment reminders, updates) via SMS and email. Consent is collected via forms or online registrations.

Opt-Out

Patients can stop communications by replying "STOP" to SMS messages, unsubscribing from emails, or contacting our office.

Sharing Your Information

We may share your information:

1. With healthcare providers involved in your treatment.
2. With insurance providers for claims processing.
3. As required by law.

We do not sell PHI or use it for marketing without explicit consent.

Cookies and Website Tracking

We use cookies to enhance user experience. You can disable cookies through your browser settings.

Children's Privacy

For patients under 18, we require parental or guardian consent before collecting or using PHI.

Telehealth Services

Our telehealth services utilize secure, HIPAA-compliant platforms. Patients must use private, secure locations.

Third-Party Vendors

Vendors providing electronic health records, payment processing, and scheduling comply with HIPAA regulations through Business Associate Agreements.

SMS Messaging Standards

1. **Transparency:** Messages include our practice name and clear opt-out instructions.
2. **Consent:** Messages are sent only to patients who have opted in.
3. **Opt-Out:** Reply "STOP" to stop communications. Reply "HELP" for support.

Compliance with Laws

We comply with HIPAA, TCPA, and A2P 10DLC messaging standards to ensure your privacy and data security.

Policy Updates

This policy may be updated to comply with new regulations. Updates will be posted on our website.

Contact Us

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