

# Privacy Policy – SMS/MMS Communications

**Effective Date:** 1/1/2026

**Business Name:** Apple Valley Chiropractic

**Website:** [www.applevalleychiropractic.com](http://www.applevalleychiropractic.com)

## Overview

At Apple Valley Chiropractic, your privacy matters to us. This Privacy Policy explains how we collect, use, and protect your information when you opt in to receive SMS or MMS communications from us, including promotions, appointment reminders, updates, and customer service messages.

## Information We Collect

When you opt in to our messaging program, we may collect:

- Your mobile phone number
- Your name (if provided)
- Messaging preferences and consent records
- Interaction data such as responses, clicks, or opt-out requests

We only collect information necessary to deliver the services you requested.

## How We Use Your Information

We use your information to:

- Send requested SMS/MMS messages
- Provide appointment reminders, promotions, or updates
- Respond to inquiries or customer support needs
- Improve our communication services

We do not use your information for unrelated marketing without your consent.

## Consent to Receive Messages (TCPA Compliance)

By opting in to receive SMS/MMS messages from Apple Valley Chiropractic, you expressly consent to receive recurring automated marketing and informational messages at the phone number provided.

Consent is not a condition of purchase.

Message frequency may vary.  
Message and data rates may apply.

## **Opt-Out Instructions (CTIA Requirement)**

You may opt out at any time by replying:

**STOP** – to cancel messages  
**HELP** – for assistance

You may also contact us directly at:

**Email:** [info@applevalleychiropractic.com](mailto:info@applevalleychiropractic.com)

**Phone:** 952-431-3003

Once you opt out, you will no longer receive SMS/MMS messages unless you opt back in.

## **Data Sharing and Third Parties**

We respect your privacy:

**We do not sell, rent, or share your mobile information with third parties for marketing purposes.**

We may share limited data with trusted service providers who help deliver our messaging services, but only as necessary and with privacy protections in place.

## **Data Security**

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

However, no transmission method is 100% secure, so we encourage safe communication practices.

## **Data Retention**

We retain your information only as long as necessary to provide messaging services, comply with legal requirements, and maintain consent records.

## **Changes to This Policy**

We may update this Privacy Policy occasionally. Updates will be posted on our website with a revised effective date.

## **Contact Us**

If you have questions about this Privacy Policy or our messaging practices:

Apple Valley Chiropractic

**Email:** [info@applevalleychiropractic.com](mailto:info@applevalleychiropractic.com)

**Phone:** 952-431-3003