



Privacy Policy for SMS Communications

Effective Date: 05.20.25

The Animal Health Center is committed to protecting the privacy and security of your contact information as well as your pets health information. This Privacy Policy explains how we collect, use, and protect your information when you opt in to receive SMS (text) messages from us.

1. Information We Collect

When you opt in to receive SMS communications from Animal Health Center, we may collect and store:

- Your mobile phone number
- Your name and contact details (if provided)
- Appointment details or reminders
- Health service notifications (e.g. vaccination updates, prescription readiness)
- Consent records

We do not collect any sensitive personal health information via SMS unless explicitly stated and consented to by you.

2. How We Use Your Information

We use SMS messages to communicate with you for the following purposes:

- Appointment reminders and confirmations
- Important updates about your pet's health care
- Notifications about test results availability
- Follow-up instructions (if applicable)
- Administrative communications (e.g., changes in hours or policies)



3. Consent

By providing your mobile phone number and opting in to receive SMS messages, you consent to receive test messages from Animal Health Center. Message and data rates may apply depending on your mobile carrier and plan.

You can opt out of SMS message at any time by replying “STOP” to any message you receive from us. After opting out, you will no longer receive SMS communications unless you re-subscribe.

4. Data Protection and Confidentiality

We implement reasonable security measures to protect your information. SMS communication is not encrypted, so we avoid including sensitive or confidential health information in any message.

Please notify us immediately if you suspect that your phone has been compromised.

5. Sharing Your Information

We do **not** sell, rent, or share your mobile number or SMS communications with third parties for marketing purposes. Your information may only be shared with authorized staff or service providers who assist in delivering healthcare services and are bound by confidentiality obligations.

6. Your Rights

You have the right to:

- Request a copy of any data we hold about you
- Withdraw consent for SMS communication at any time
- Update or correct your contact information

To exercise these rights please contact us at: 662.325.3432

7. Changes to This Policy

We may update this policy from time to time. We will notify you of significant changes through our website or SMS.



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LARGER UNIT IN CAPS HERE
Smaller Unit Title Capped Goes Here

Contact Us

If you have questions about this SMS Privacy Policy, please contact:

Animal Health Center

Phone: 662.325.3432

Email: AHC@cvm.msstate.edu

Address: 240 Wise Center Drive, Mississippi State, MS 39762