

## Privacy Policy for SMS

**Effective Date: 02/01/2025**

At **Vasav Health and Healing** ("we," "our," or "us"), we are dedicated to protecting your privacy and personal information. This Privacy Policy explains how we collect, use, store, and protect the information you provide when participating in our SMS campaigns. We also explain how we comply with relevant regulations, including The Campaign Registry (TCR), and provide transparency regarding the use and sharing of your data.

By consenting to receive SMS messages from us, you agree to the terms of this policy.

### 1. Information We Collect

We collect the following types of personal information when you engage with our SMS services:

- **Phone Number:** The phone number you provide when you opt in to receive SMS messages.
- **Message Content:** Any content you send or receive via SMS, including responses to our marketing or transactional messages.
- **Usage Data:** Information regarding your use of our SMS services, such as delivery reports, opt-in/opt-out actions, and message status (e.g., delivered, failed).

### 2. Collection and Use of SMS Data

When you communicate with **Vasav Health and Healing** via SMS, we may collect information such as:

- Your phone number
- The content of your messages
- Responding to your inquiries
- Providing customer support
- This information is used solely for the following purposes:
  - To provide you with an easier way of connecting with the office

### 3. How We Use Your Information

We use your personal information for the following purposes:

- **To Send SMS Messages:** We use your phone number to send the requested SMS messages, including updates, alerts, marketing content, customer support, or transactional messages.
- **To Ensure Compliance:** We may need to register your phone number and related information with The Campaign Registry (TCR) to comply with A2P messaging regulations.
- **To Improve Services:** We may use aggregated data to analyze and improve the quality and performance of our SMS campaigns.

- **To Respond to Inquiries:** If you contact us regarding SMS services, we may use your information to respond or provide support.

## 4. How We Protect Your Information

We implement a variety of security measures to protect your personal information:

- **Encryption:** We use encryption protocols to secure data in transit and at rest.
- **Access Controls:** Only authorized personnel have access to your information and are required to maintain confidentiality.
- **Data Retention:** We retain your information only for as long as necessary to fulfill the purposes outlined in this policy and comply with applicable laws.

### Protection of SMS Data

**Vasav Health and Healing** employs industry-standard security measures to protect SMS data from unauthorized access, disclosure, alteration, or destruction. We are dedicated to ensuring the confidentiality and integrity of your SMS communications.

## 5. Sharing Your Information

We do **not** share your personal information, including your phone number, with third parties or affiliates for marketing purposes. **SMS opt in and Phone numbers collected for Communications purposes will not be shared with Third parties and affiliates for Marketing.**

## 6. SMS Disclosures

If you consent to receive SMS messages from **Vasav Health and Healing**, you agree to the following terms:

- **Types of Messages:** By opting in, you will receive SMS messages related to [list of message types, e.g., marketing, promotions, customer support, transaction updates].
- **Opt-out:** You can opt out at any time by replying "STOP" to our messages.
- **Help:** For assistance, reply "HELP."
- **Message & Data Rates:** Message and data rates may apply.
- **Messaging Frequency:** The frequency of messages may vary.
- **Privacy and Terms:** Visit [insert privacy policy URL] for our full privacy policy and terms.

**Vasav Health and Healing** does not disclose SMS contact or content data to third parties unless:

- Required by law
- Necessary to protect the rights, property, or safety of **Vasav Health and Healing**, its users, or others
- Your Rights

## 7. Your Rights and Choices

You have several rights regarding your personal information:

- **Opt-In/Opt-Out:** You can opt in or out of SMS messages at any time by following the instructions in our messages (e.g., "STOP" to unsubscribe or "HELP" for assistance).
- **Access and Correction:** You may request access to or correction of your personal information by contacting us at [Info@vasavhealth.com](mailto:Info@vasavhealth.com).
- **Deletion:** In certain cases, you can request the deletion of your personal information, subject to legal and regulatory requirements.

## 8. Compliance with Regulations

We comply with all applicable laws and regulations, including:

- **The Telephone Consumer Protection Act (TCPA):** We follow TCPA guidelines to ensure that SMS messages are sent with proper consent and include opt-out mechanisms.
- **CTIA Guidelines:** We adhere to the guidelines of the Cellular Telecommunications Industry Association (CTIA) to ensure our SMS practices meet industry standards.
- **The Campaign Registry (TCR):** We register our A2P SMS campaigns with TCR to ensure compliance with carrier regulations and avoid message filtering or blocking.

## 9. Changes to This Privacy Policy

We may update this Privacy Policy to reflect changes in our practices or regulatory requirements. When we make updates, we will post the revised policy on our website and update the "Effective Date" at the top of the page. We encourage you to review this policy periodically.

## 10. Contact Us

If you have any questions or concerns about this Privacy Policy or wish to exercise any of your rights regarding your personal information, please contact us at:

**Vasav Health and Healing**

**Email:** [Info@vasavhealth.com](mailto:Info@vasavhealth.com)

**Phone:** (469) 731-0034

**Address:** 2601 Little Elm Parkway, Ste 802, Little Elm, TX 75068

By using our SMS services, you acknowledge that you have read and understand this Privacy Policy.