

SMS Privacy Policy

Updated 10/1/24

Stonebrooke Family Physicians privacy statement recognizes the value of privacy of its patients.

This privacy notice provides more specific information on how Stonebrooke Family Physicians text messaging service collects and processes your personal information.

Scope

The notice applies to our practices for gathering and disseminating information related to Stonebrooke Family Physicians text messaging service (“we”, “us”, or “our”) and is meant to provide you an overview of our practices when collecting and processing personal information.

How We Collect Information

We collect personal information in the following circumstances:

- *Direct Collection*, when you provide information by responding to text messages.
- *From Stonebrooke Family Physicians sources*, when we import your contact information from other systems and sources, such as EPIC.

What Type of Information We Collect

Direct Collection

We directly collect the following personal information:

- Opt-out preferences
- Content of your text message responses to us.

Collection from Stonebrooke Family Physicians Sources

We import personal information from Stonebrooke Family Physicians systems and sources. The information includes:

- First and last name
- Phone number.

Automated Collection

We automatically collect the following personal information:

- Device status indicating whether a device is available for messaging
- Carrier (e.g. Verizon, AT&T, etc.)
- Country associated with the phone (we are not sending international text messages)
- Delivery status
- Error codes indicating why a message was not delivered (e.g. number associated with a landline, unreachable device, etc.)

How This Information Is Used

We use the personal information we collect to communicate with you regarding Stonebrooke Family Physicians operations and services, such as:

- Public Health and Safety, to ensure your well being or the well being of others on campus.
- Updates, to keep you informed of important dates or activities specific to your relationship with Stonebrooke Family Physicians.
- Promotional Activities, to share opportunities that may be of interest to you, incentives, discounts, and offerings through a variety of Stonebrooke Family Physicians services.

With Whom This Information Is Shared

We do not sell or rent your personal information. We may, however, share your personal information in limited circumstances, such as with university partners or external service providers that support business activities.

We require our service providers to keep your personal information secure, and do not allow them to use or share your personal information for any purpose other than providing services on our behalf.

What Choices You Can Make About Your Information

If you wish to unsubscribe from text messages for a campaign, you can reply with words, such as 'cancel', 'end', 'quit', 'unsubscribe', 'stop', or 'stop all' and you will no longer receive messages.

If you wish to re-subscribe, reply with words, such as 'start', 'yes', or 'unstop'.

How Information Is Secured

Stonebrooke Family Physicians recognizes the importance of maintaining the security of the information it collects and maintains, and we endeavor to protect information from unauthorized access and damage. Stonebrooke Family Physicians strives to ensure reasonable security measures are in place, including physical, administrative, and technical safeguards to protect your personal information.

Privacy Notice Changes

This privacy notice may be updated from time to time. We will post the date our notice was last updated at the top of this privacy notice.

Who to Contact With Questions or Concerns

If you have any concerns or questions about how your personal data is used, please contact Stonebrooke Family Physicians at 248-997-9700 or 2940 Crooks Road Rochester Hills MI 48309.