

SMS Terms of Use

Effective Date: November 25, 2024

Note: This Policy is for SMS communication only – it does not supersede our general Notice of Privacy Practices.

Norman B Gaylis MD PA dba Arthritis & Rheumatic Disease Specialties/AARDSII Physical Therapy/ Musculoskeletal Medicine South Florida/ Infusion & Immunotherapy of South Florida (“we”, “us”, “our”) is committed to protecting the privacy of our customers. This Privacy Policy outlines how we collect, use, disclose, and safeguard your personal information when you receive text messages from us. By subscribing to our text messaging service, you consent to the practices described in this policy.

1. Information We Collect:

- a. We may collect the following types of information when you subscribe to our text messaging service:
 - i. Phone number: we collect your mobile phone number to send you text messages.
 - ii. Message Content: We collect the content of the messages you send and receive from us.
 - iii. Opt-In Information: You may opt-in to receive SMS messages from us in the following ways: Verbally, during a conversation, By submitting an online form, By filling out a paper form. If you opt to receive text messages from us, we will store your consent information.

2. Use of Your Information:

- a. We use the information we collect to:
 - i. Send you text messages related to Norman B Gaylis MD PA’s appointment reminders, follow up messages, billing inquiries, products, services, promotions, and updates.
 - ii. Communicate with you for customer service and support.
 - iii. Improve our services and communications.
 - iv. Ensure compliance with applicable laws and regulations.

3. Sharing Your Information

- a. We do not share personal information with third parties, except in the following circumstances:
 - i. When required by law, such as responding to a legal request, court order, or government agency request.
- b. SMS opt-in or phone numbers for the purpose of SMS are not being shared with any third parties or affiliate company for marketing purposes.

4. Data Security:

- a. We implement reasonable and appropriate security measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction.
- 5. Opting Out:
 - a. You can opt out of receiving SMS messages at any time. To do so, simply reply “OPT-OUT” or “STOP” to any SMS message you receive. Alternatively, you can contact us directly to request removal from our messaging list. Once you opt out, you will no longer receive messages from us.
- 6. Children’s Privacy
 - a. Our text messaging service is not intended for individuals under the age of 18. We do not knowingly collect personal information from individuals under 18 years of age.
- 7. Changes to this policy
 - a. We reserve the right to update or change this Privacy Policy. We will notify you of any changes via text message, email, or by posting a notice on our website.
- 8. Contact Us:
 - a. If you have any questions, concerns, or requests related to your personal information, please contact us at: Norman B Gaylis MD PA, 2801 NE 213th St, Ste 801, Aventura, FL 33180 or 305-652-6676.

Please review this Terms of Use periodically to stay informed about how we protect your information. Your continued use of our text messaging service constitutes acceptance of any changes or updates to this policy.

Last updated 3.13.25