

# TRUCLARITY COUNSELING LLC



*Building Resilience, Fostering Hope*

## SMS Texting Privacy Policy

TruClarity Counseling LLC  
SMS Texting Privacy Policy  
Effective Date: January 1, 2026  
Last Updated: January 1, 2026

TRUCLARITY COUNSELING LLC (“we,” “us,” or “our”) respects your privacy. This SMS Texting Privacy Policy explains how we collect, use, disclose, and protect Personal Information when you opt in to receive text messages from us, including appointment reminders, scheduling updates, practice announcements, billing notices, and other service-related communications.

### 1. Information We Collect via SMS

- Contact Information: Your mobile phone number, name, and preferences related to communication.
- Message Metadata: Date/time sent or received, delivery status, and carrier information.
- Message Content: The content of messages you send to us and we send to you.
- Consent Records: Time, method, and source of opt-in or opt-out.
- Technical Data: Device and carrier details necessary for message routing and troubleshooting.

We do not sell Personal Information. We limit message content to service-related communications. Clinical/therapy information is only sent by text if you explicitly consent and it is appropriate and secure to do so.

### 2. How We Use Your Information

- Deliver and administer text messages you request or consent to receive.
- Send appointment reminders, scheduling updates, and practice announcements.

- Provide billing or administrative notices.
- Respond to your inquiries and support requests.
- Maintain compliance with applicable laws, professional standards, and carrier requirements.
- Prevent fraud, troubleshoot, and improve our communications.

### 3. Your Consent & Program Description

By opting in (e.g., checking a box, signing a consent form, or initiating a text), you agree to receive text messages from TRUCLARITY COUNSELING LLC at the mobile number you provided.

- Message frequency: Varies; typically 1–6 messages per month, with occasional additional messages for scheduling changes or urgent office communications.
- Message and data rates may apply. Check with your mobile carrier.
- No purchase is required to receive services.

### 4. Opt-Out

- To stop receiving messages at any time, text STOP. We will confirm your opt-out and cease sending further messages, except when legally required.
- You may also adjust your preferences by contacting our office.

### 5. HIPAA & Sensitive Information

We are committed to protecting health information under applicable privacy laws.

- We avoid sending diagnosis, treatment details, or highly sensitive clinical information by SMS unless you explicitly authorize and understand the risks of SMS.
- For confidential matters, we may use secure portals, encrypted email, phone calls, or in-person discussions rather than SMS.

### 6. Data Retention

We retain SMS logs and consent records for as long as needed to provide services, comply with legal obligations, resolve disputes, and maintain audit records.

## 7. Security Measures

We use reasonable administrative, technical, and physical safeguards designed to protect Personal Information. However, SMS is not a fully secure channel.

## 8. Third-Party Providers & Carriers

We may use reputable messaging platforms and mobile carriers to deliver messages.

## 9. Children's Privacy

Our SMS program is intended for adults and for minor patients' legal guardians.

## 10. International Users

Our services are primarily offered within the United States.

## 11. Changes to This Policy

We may update this SMS Texting Privacy Policy from time to time.

## 12. Contact Us

If you have questions or concerns about this SMS Texting Privacy Policy, contact us at:

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