

SMS PROGRAM PRIVACY & TERMS DISCLOSURE

Effective Date: 01/01/2026

By opting in to receive SMS/text messages from Callie Emery, M.D., P.A., you agree to the following SMS Program Terms and Privacy Disclosure.

1. SMS Program Description

Callie Emery, M.D., P.A. may send SMS/text messages to the mobile number you provide for purposes including, but not limited to:

- Customer service and support
- Appointment or reservation reminders
- Order, account, or service updates
- Important notifications
- Other communications related to services you have requested

Message content and purposes may vary depending on the type of SMS program you enroll in.

2. Opt-In Methods

You may opt in to receive SMS messages through one or more of the following methods:

- Texting designated keyword “Yes” to a designated phone number (972-490-4513)
- Providing verbal consent where legally permitted
- Signing a paper or electronic form containing SMS consent language

Your consent to receive text messages is acknowledgement that you agree to receive appointment reminders, account/service updates, patient support and other requested service communications.

By providing your mobile number and affirmatively opting in, you confirm that you are the authorized user of the mobile number provided or that you have authorization from the account holder to enroll that number.

3. Message Frequency

Message frequency varies depending on the SMS program and your interactions with Callie Emery, M.D., P.A.

You may receive approximately 1-2 messages per week, although the actual number of messages may vary based on account activity, appointments, transactions, or other communications.

4. Message and Data Rates

Message and data rates may apply. Your mobile carrier's standard messaging and data rates may apply to SMS messages sent to or received from Callie Emery, M.D., P.A.

You are responsible for any charges imposed by your mobile carrier. Callie Emery, M.D., P.A. does not control carrier rates or fees.

5. How to Get Help

For assistance with the SMS program, reply HELP to any message you receive from us.

You may also contact us at:

Email: MichelleBell905@proton.me

Phone: 972-490-4513

6. How to Opt Out

You can stop receiving SMS messages at any time by replying:

STOP

to the SMS message from Callie Emery, M.D., P.A.

After you send STOP, you may receive one final message confirming that you have been unsubscribed. After that, you will no longer receive SMS messages from that particular program unless you subsequently opt in again.

You may also contact Callie Emery, M.D., P.A. directly to request removal from the SMS program.

7. Mobile Information Sharing Protections

We do not sell or share your mobile phone number or SMS opt-in information with third parties for their own marketing or promotional purposes.

Your mobile information and SMS consent information will not be shared with third parties or affiliates for their own marketing purposes.

We may share information with service providers that assist us in operating our SMS program, such as messaging providers, technology providers, customer-support providers, or other vendors acting on our behalf. These providers may use the information only as necessary to provide services to us and are subject to appropriate contractual or legal restrictions.

SMS opt-in data and consent records are not shared with third parties for their own marketing purposes.

8. Privacy

Reasonable safeguards are used to protect your personal information, including your mobile phone number and SMS consent information, and that opt-in/opt-out records, including consent dates and methods, are maintained for SMS program administration and compliance.

Our Privacy Policy describes how we collect, use, maintain, and protect personal information.

9. No Purchase Required

Consent to receive SMS marketing messages is not required as a condition of purchasing goods or services from Callie Emery, M.D., P.A.

10. Carrier Disclaimer

Carriers are not liable for delayed or undelivered messages.

SMS services may not be available on all mobile devices or through all mobile carriers.

11. Changes to These Terms

Callie Emery, M.D., P.A. may update these SMS Program Terms from time to time. Any changes will be posted at www.CallieEmeryMD.com or otherwise communicated as required by applicable law.

Questions about this SMS program?

Contact office manager, Michelle Bell at MichelleBell905@proton.me or 972-490-4513.