

## **SMS Privacy Policy**

**Effective Date:** 8/8/2025

**Website:** [www.VirginiaNeuroOptometry.com](http://www.VirginiaNeuroOptometry.com)

**Contact Email:** [info@virginianeurooptometry.com](mailto:info@virginianeurooptometry.com)

**Virginia Neuro-Optometry** is committed to protecting your privacy. This SMS Privacy Policy explains how we collect, use, and protect the personal information you provide when you opt in to receive SMS messages from us. This policy supplements our general Privacy Policy, which can be found here:

[Link to Full Privacy Policy on www.VirginiaNeuroOptometry.com](http://www.VirginiaNeuroOptometry.com)

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### **1. Information We Collect**

When you opt in to receive SMS messages from us, we may collect the following information:

- Your mobile phone number
- Your name (if voluntarily provided via form or account registration)
- Communication preferences
- Date, time, and content of your messages with us

We do **not** collect sensitive personal information such as credit card numbers or Social Security numbers via SMS.

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### **2. How We Use Your Information**

We use your information to:

- Send you appointment reminders, updates, or billing notifications
- Provide you with promotional offers, if applicable
- Respond to customer service inquiries
- Improve our communications and services

We will only use your mobile number for the purposes explicitly stated when you provided your consent.

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### **3. SMS Consent Is Not Shared**

**SMS consent is not shared with third parties or affiliates.**

Your opt-in to receive SMS messages is solely for communications from **Virginia Neuro-Optometry** and will not be sold, rented, or disclosed to external marketing firms, data brokers, or unaffiliated parties.



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## 4. How We Share Your Information

We do **not** share, sell, or distribute your SMS information with third parties for their own marketing purposes.

We may share your information with trusted service providers who help us deliver messages (such as SMS platforms or carriers), but only as necessary to provide the service, and under strict confidentiality agreements.

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## 5. Data Security

We take reasonable administrative, technical, and physical measures to protect your personal information from unauthorized access, use, or disclosure.

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## 6. Your Rights and Choices

You can opt out of receiving SMS messages at any time by replying **STOP** to any message. If you wish to update your contact information or have questions about how we use your information, please contact us at the information below.

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## 7. Children's Privacy

We do not knowingly collect or solicit SMS information from individuals under the age of 13. If we become aware that we have collected personal information from a child without appropriate consent, we will delete that information promptly.

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## 8. Changes to This Privacy Policy

We may update this policy occasionally. Updates will be posted on this page with the "Effective Date" listed above. Your continued use of our services following any updates indicates your acceptance of the revised policy.

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## 9. Contact Us

If you have any questions or concerns about this SMS Privacy Policy, please contact us:

### Virginia Neuro-Optometry

10124 W Broad St, Suite E, Glen Allen, VA 23060

[info@virignianeurooptometry.com](mailto:info@virignianeurooptometry.com)

804-387-2902

**Website:** [www.VirginiaNeuroOptometry.com](http://www.VirginiaNeuroOptometry.com)

**Mobile Opt In, SMS Consent, and phone numbers collected for SMS Communication purposes will not be shared with any third party or affiliates for marketing purposes**