

Privacy Policy

Patient communications and text messaging | Effective September 24, 2026

Information we collect

We collect contact details that patients provide to us, including names, telephone numbers, and communication preferences. We may also use information generated through scheduling, care coordination, website inquiries, and our communications with patients.

How we use information

We use contact information to provide and coordinate care, manage appointments, respond to inquiries, send scheduling and follow-up reminders, communicate office updates, and administer our practice. We handle protected health information in accordance with applicable law and our Notice of Privacy Practices, which is available from our office.

Text messages

When a patient has agreed to receive texts from us, messages may include appointment reminders, scheduling or rescheduling, office updates, and other care-related communications. Message frequency varies. Message and data rates may apply. Reply STOP to opt out of future text messages, or HELP for assistance. Patients may also call us to update their communication preferences. Opting out of texts does not prevent us from contacting a patient through other appropriate channels.

We keep routine text messages general and avoid including sensitive diagnoses or treatment details. SMS may be displayed to anyone with access to a patient's device and is not an appropriate channel for emergencies. Call 911 for an emergency.

Sharing and service providers

We do not sell, rent, or share mobile telephone numbers or SMS consent information with third parties or affiliates for their marketing or promotional purposes. We may use service providers to deliver communications and support practice operations, subject to applicable privacy protections. Other uses or disclosures of patient information are governed by applicable law and our Notice of Privacy Practices.

Security and your choices

We use reasonable safeguards to protect information in our systems. Patients may ask us to correct contact details, change communication preferences, or request a copy of our Notice of Privacy Practices. We may update this policy and will identify the effective date of the current version.

Contact us

Northern Valley Allergy, Asthma and Sinus Center

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Website: www.allergyasthmasinus.com