



# Mini Mitten

## Pediatric Therapy

Where We Focus on the *Mini* Members of Our Community

Privacy Policy for Mini Mitten Pediatric Therapy SMS Campaign  
Last Updated: 2/24/2025

### 1. Introduction

At Mini Mitten Pediatric Therapy, we value your privacy and are committed to protecting your personal information. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information in connection with our SMS campaigns.

### 2. Information We Collect

When you opt-in to our SMS campaign, we may collect the following information:

- Phone Number: Required to send SMS messages.
- User Preferences: Information about your preferences or interests that you may provide to us.
- Interaction Data: Details about your engagement with our messages, such as message opens, links clicked, and responses.

We will only collect the information necessary to provide our services and comply with applicable laws.

### 3. How We Use Your Information

We use the information collected for the following purposes:

- To increase accessibility in communication methods between you and our clinic team members regarding scheduling, availability, clinic closures, etc.
- To customize the content of messages based on your preferences.
- To improve our services and understand your interests.
- To inform you of any upcoming associated events or special features.
- To share photos of your child, following a signed consent form.
- To gather required documents and information (i.e. driver's license, insurance card, etc.)

Your phone number will not be used for purposes other than those outlined in this Privacy Policy without your explicit consent.

### 4. How We Share Your Information

We respect your privacy and will not sell, rent, or lease your phone number or other personal information to third parties. We may share your information with:

- Service Providers: Third-party vendors that help us deliver our SMS campaign. These providers are contractually obligated to protect your information and may not use it for their purposes.
- Legal Obligations: We may disclose your information if required by law or in response to a valid legal request, such as a subpoena, court order, or government regulation.

### 5. Data Security

We take reasonable precautions to protect your information from unauthorized access, use, or

disclosure. However, no internet-based or wireless transmission is 100% secure. By participating in our SMS campaign, you acknowledge that you provide your information at your own risk.

#### 6. Opt-Out and User Rights

You may opt out of receiving SMS messages from us at any time by replying “STOP” to any message you receive.

We honor your rights to:

- Access and receive a copy of the information we hold about you.
- Request correction or deletion of your personal information.
- Limit our use of your information.

For any of these requests, please contact us at 734-888-6464.

#### 7. Data Retention

We will retain your personal information for as long as it is necessary to fulfill the purposes outlined in this Privacy Policy, comply with our legal obligations, resolve disputes, and enforce our agreements.

8. No personal information will be shared with third parties for marketing purposes

#### 9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We encourage you to review this page periodically for any changes. Your continued participation in our SMS campaign after any updates signifies your acceptance of the revised policy.

#### 10. Contact Us

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

**Mini Mitten Pediatric Therapy**  
**7447 N Telegraph Rd, Monroe, MI 48162**  
**Phone (734)888-6464**  
**Email: [info@minimittentherapy.com](mailto:info@minimittentherapy.com)**