

# Privacy Policy for Breathe Better Institute

Effective Date: 3/15/2025

Last Updated: 3/15/2025

At Breathe Better Institute, we are committed to protecting your privacy. This Privacy Policy explains how we collect, use, and protect your personal information, your rights regarding your data, and how to exercise them. By using our website and providing your phone number, you agree to the terms outlined in this Privacy Policy.

## 1. Data Collection

We collect the following personal information when you submit your details on our website:

- **Contact Information:** Name, email address, and phone number.
- **Website Interactions:** Information about your activity on our site (e.g., pages visited).

## 2. Data Usage

The information we collect is used for:

- **Communication:** Sending SMS messages related to appointments, inquiries, or services you requested.
- **Customer Support:** Responding to your inquiries or requests.
- **Service Updates:** Providing notifications about changes or updates to services.

Your phone number and SMS consent will not be shared with third parties or affiliates for marketing purposes.

## 3. Data Protection

We implement the following measures to protect your personal information:

- Secure storage of all data on encrypted servers.
- Limited access to personal data by authorized personnel only.
- Routine monitoring for vulnerabilities and potential security threats.

## 4. User Rights

You have the right to:

- **Access Your Data:** Request a copy of the personal data we have collected.
- **Request Deletion:** Ask us to delete your personal data from our records.
- **Modify Information:** Update or correct inaccurate data.
- **Opt-Out:** Withdraw consent for receiving SMS communications (see Section 6 for details).

To exercise these rights, contact us at (256) 530-0101

## 5. Opt-In and Opt-Out for SMS Communications

**Opt-In:** By submitting your phone number, you consent to receive SMS communications related to appointments, updates, and other relevant information.

**Opt-Out:** To stop receiving SMS messages, reply "STOP" to any message you receive. You may also contact us directly to opt-out.

## 6. Types of SMS Communications

If you provide consent, you may receive SMS communications such as:

- **Appointment Reminders:** Notifications about scheduled appointments.
- **Service Updates:** Information regarding inquiries or cases you have submitted.

Message frequency may vary, and standard message and data rates may apply.

## 7. Standard Messaging Disclosures

To opt-out of SMS messages, reply "STOP" to any message.

For further assistance, reply "HELP" to any message or contact us at (256) 530-0101.

## 8. Policy Updates

We may update this Privacy Policy from time to time. Significant changes will be communicated via email or SMS, or by posting the updated policy on our website with a revised effective date.

## 9. Accessibility

This Privacy Policy is prominently displayed on our website for easy access. If you have difficulty accessing this policy, please contact us for assistance.

## Contact Information

For privacy-related inquiries, please contact us at:

Phone: (256) 530-0101

# Terms and Conditions for SMS Communications

Terms and Conditions for SMS Communications

Effective Date: 3/15/2025

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By providing your phone number and consent to receive SMS communications from Breathe Better Institute, you agree to the following terms and conditions. These terms outline how we use your phone number, the types of communications you can expect, and how to manage your preferences.

## 1. Consent for SMS Communications

By submitting your phone number on our website, you consent to receive SMS communications from Breathe Better Institute. Your phone number and consent will never be shared with third parties or affiliates for marketing purposes. SMS messages will be used solely for communication related to services you have requested.

## 2. Types of SMS Communications

Once you provide consent, you may receive SMS messages including:

- **Customers and Guests:** Updates on appointments, service-related inquiries, or relevant information regarding your interactions with us.
- **Job Applicants:** Notifications about the status of your application or related updates.
- **Reminders:** Alerts regarding scheduled appointments or follow-ups.

We do not send promotional or marketing messages unless explicitly requested by you.

## 3. Standard Messaging Disclosures

To opt-out of receiving SMS messages, reply with the word "STOP" to any message you receive. You will no longer receive SMS communications unless you provide consent again.

- **Message Frequency:** The number of messages you receive may vary depending on your requests or activity but will typically range between [0-2] messages per day.
- **Message and Data Rates:** Standard message and data rates may apply based on your mobile carrier and plan.

## 4. Example Messages

Below are examples of the types of SMS messages you may receive:

- **Appointment Reminder:** "Your appointment with Breathe Better Institute is scheduled for [Date/Time]. Reply STOP to opt-out, message frequency may vary, text HELP for assistance. Message and data rates may apply."
- **Service Update:** "Thank you for scheduling your appointment. Reply STOP to opt-out, message frequency may vary, text HELP for assistance. Message and data rates may apply."
- **Job Application Update:** "Your application status has been updated. Visit [URL] for details. Reply STOP to opt-out, text HELP for assistance. Message and data rates may apply."

## 5. Managing Your Preferences

- **Opt-Out:** To stop receiving SMS communications at any time, reply "STOP" to any message. You will receive a confirmation of your opt-out request, and no further messages will be sent unless you provide consent again.
- **Re-Subscribe:** If you wish to receive SMS messages again, please contact us to update your preferences.

## 6. Contact Information

For any questions or concerns regarding SMS communications, please contact us:

Website: [www.breathebetterhuntsville.com](http://www.breathebetterhuntsville.com)

Phone: (256) 530-0101

## 7. Updates to Terms and Conditions

These terms may be updated periodically. Any significant changes will be communicated via SMS or on our website. Please review these terms regularly to stay informed about how your information is used.

By consenting to receive SMS communications, you acknowledge that you have read, understood, and agree to these terms and conditions. Thank you for choosing Breathe Better Institute!