

# SMS Terms & Conditions

Ridge Eye Institute

---

Effective Date: 01/01/2023

## Program Description

Ridge Eye Institute (“we,” “us,” or “our”) offers a text messaging program (“Text Message Program”) to communicate with current and prospective patients on topics relevant to their relationship with our practice. By opting in, you may receive messages related to your care including appointment reminders, education, medical reminders, practice updates as well as education on insurance utilization, promotions, and sales.

## Opt-In and Consent

By providing your mobile phone number and agreeing to receive text messages from Ridge Eye Institute, you consent to receive SMS/MMS messages from us or on our behalf. Your consent to receive text messages is not a condition of any treatment, purchase, or other obligation. You may opt out at any time.

You represent that you are the owner or authorized user of the mobile device and phone number you provide, and that you are authorized to approve any applicable charges.

## Message Frequency and Rates

Message frequency may vary. **Message and data rates may apply.** Ridge Eye Institute does not charge for any text message content; however, your wireless carrier may charge fees based on your individual plan. Please contact your wireless carrier for details about your messaging plan. Your carrier may impose message or charge limitations on your account that are outside of our control. All carrier charges are billed by and payable to your wireless carrier.

## How to Opt Out

You can stop receiving text messages from us at any time. To opt out, reply **STOP** to any message you receive from us. After you send STOP, we will send you a confirmation message. After that, you will no longer receive text messages from us. If you wish to rejoin the program, you may opt back in at any time by following the original opt-in process.

## Getting Help

If you have questions about the Text Message Program, reply **HELP** to any message you receive from us. You may also contact us at 530-877-2020 or [info@ridgeeyeinstitute.com](mailto:info@ridgeeyeinstitute.com) for additional assistance.

## Data Collection and Privacy

Data collected in connection with this Text Message Program may include your mobile phone number, your carrier’s name, and the date, time, and content of your messages, as well as any other

information you may provide. We use this information to operate and improve the Text Message Program and to communicate with you as described above.

**We do not sell or share your personal data, including SMS opt-in or consent information, with third parties or affiliates for marketing or promotional purposes.** Information may be shared with service providers who assist us in delivering text messages on our behalf, subject to confidentiality and security obligations.

Your wireless carrier and other service providers may also collect data from your SMS usage, and their practices are governed by their own privacy policies.

For more information on how we collect, use, and protect your data, please review our Privacy Policy: <https://www.Ridge Eye Institute.com/privacy-policy/>

### **Delivery and Liability**

**Ridge Eye Institute** will not be liable for any delays or failures in your receipt of any SMS messages, as delivery is subject to effective transmission from your network operator and processing by your mobile device. SMS message services are provided on an “as is” and “as available” basis.

**Carriers are not liable for any delayed or undelivered messages.**

### **Changes to These Terms**

We may update these SMS Terms and Conditions from time to time. When we do, we will update the Effective Date at the top of this page. The most current version will always be available at: <https://www.Ridge Eye Institute.com/patient-resources/patient-forms/>. Continued participation in the Text Message Program after changes are posted constitutes your acceptance of the revised terms.

### **Contact Us**

If you have any questions or concerns about these Terms and Conditions, please contact us at:

Ridge Eye Institute

530-877-2020

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

[www.ridgeeyeinstitute.com](http://www.ridgeeyeinstitute.com)

---