

Presken Family Care Privacy Policy & SMS Terms and Conditions

This Privacy Policy outlines the practices and procedures regarding the collection, use, and disclosure of personal data when you engage with our service, including SMS communication. By using our service, you agree to the collection and use of your information in accordance with this Privacy Policy.

1. Interpretation and Definitions

Interpretation

Words with initial capital letters have specific meanings, which apply regardless of singular or plural form.

Definitions

- **Account:** A unique account created to access the Service or parts of the Service.
 - **Affiliate:** An entity that controls, is controlled by, or is under common control with another party.
 - **Company:** Presken Family Care, PC. 13111 East Briarwood Ave, Suite 360, Centennial, CO 80111.
 - **Cookies:** Small files placed on your devices containing details of your browsing history.
 - **Country:** Colorado, United States.
 - **Device:** Any device that can access the Service (e.g., computer, mobile device).
 - **Personal Data:** Any information that can identify or be used to identify you.
 - **Service:** Refers to the Website and other related services.
 - **Service Provider:** A third-party entity that processes data on behalf of the Company.
 - **Usage Data:** Automatically collected data from your use of the Service, including device information and page interactions.
 - **Website:** Refers to Presken Family Care, accessible at www.preskenfamilycare.com
 - **You:** The individual accessing or using the Service.
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2. Collecting and Using Your Personal Data

Types of Data Collected

- **Personal Data:**
When using our service, we may collect identifiable information, such as:
 - Email address
 - Name (first and last)
 - Phone number
 - Address (state, city, postal code)

- **Usage Data:**
We collect Usage Data automatically when you use the Service, including:
 - IP address
 - Device information (browser type, version, etc.)
 - Pages visited and time spent on them
 - Diagnostic data
- **Tracking Technologies and Cookies:**
We use Cookies and similar technologies to track activity and enhance user experience. Cookies are categorized as:
 - **Essential Cookies:** Necessary for website functionality.
 - **Functionality Cookies:** Used to remember preferences and improve the user experience.

You can modify your browser settings to refuse Cookies, but this may limit some functionality.

3. Terms of Service for SMS Communication

Consent for SMS Communication

By consenting to receive SMS communications, you acknowledge that the information collected during the SMS consent process will not be shared with third parties or affiliates.

Opt-In Consent Outside of the Website

If you provide consent to receive SMS communications outside of our website (for example, by signing up through a paper form, a third-party service, or via a customer service interaction), the following conditions apply:

- You will be informed of the types of communications you will receive.
- You will be informed that standard messaging and data rates may apply from your mobile carrier.
- By providing your mobile number, you expressly consent to receiving SMS communications from Presken Family Care, PC as outlined in this Privacy Policy.
- You can opt-out of receiving SMS communications at any time by texting "STOP" to any message.

Types of SMS Communications

- **For Patients:**
 - To schedule or confirm your visit with our office.
 - To update our records with your personal or demographic information.
 - To alert you of office closures or the need to reschedule your appointment.
 - To request that you contact our office regarding important clinical or health-related information

Standard Messaging Disclosures

- Message and data rates may apply based on your mobile carrier.
- **HELP:** For help or support regarding SMS communications, reply "HELP" to any message. You will receive assistance from Presken Family Care, PC, and our support team can be reached at:
 - **Phone:** 720-556-2001
 - **Website:** www.preskenfamilycare.com
- **Opt-Out:** To stop receiving SMS communications from Presken Family Care, PC, reply "STOP" to any message. Once processed, no further messages will be sent.
- **Message Frequency:** SMS communication frequency will vary based on your relationship with us and the specific service you're using (e.g., updates, notifications, etc.). The frequency of messages will depend on the nature of your interactions with us.
- **Associated Fees:** Standard messaging and data rates may apply, depending on your mobile carrier.

SMS Consent and Sharing of Phone Numbers

Your phone number and consent for SMS will not be shared with third parties.

4. Use of Your Personal Data

We may use your personal data for the following purposes:

- To schedule or confirm your visit with our office.
 - To update our records with your personal or demographic information.
 - To alert you of office closures or the need to reschedule your appointment.
 - To request that you contact our office regarding important clinical or health-related information
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5. Retention of Your Personal Data

We retain your personal data only as long as necessary to fulfill the purposes outlined in this policy, comply with legal obligations, and resolve disputes. You may request deletion of your personal data through your account settings or by contacting us.

6. Disclosure of Your Personal Data

We may disclose your personal data in certain circumstances:

- **Legal Requirements:** To comply with legal obligations.

- **Public Authority Requests:** As required by law.
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7. Security of Your Personal Data

While we take steps to protect your personal data, no method of transmission over the internet is 100% secure. We cannot guarantee absolute security but work to protect your data.

8. Unsubscribing from SMS Communications and Removing Personal Data

- To stop receiving SMS communications, reply "STOP" to any message from Presken Family Care, PC. Once processed, no further messages will be sent.
 - To request the removal of your personal data, contact us at 720-556-2001.
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9. Children's Privacy

We do not knowingly collect personal data from children under 13 years old. If you believe we have collected such information, please contact us.

10. Changes to this Privacy Policy

We may update our Privacy Policy and will notify you of any changes by posting the updated policy on this page.

11. Contact Us

For any questions or concerns, please contact us:

- **Phone:** 720-556-2001