

Pearson Animal Hospital's Privacy Policy for SMS Communications

Effective Date: 07/21/2026

Pearson Animal Hospitals ("we", "our", or "us") is committed to Protecting your privacy. This Privacy Policy outlines how we collect, use, and protect your information when you sign up to receive SMS (text messages) communications from us, including appointment reminders, health updates, and other services-related messages.

1. Information We Collect

When you opt in to receive SMS messages from us, we may collect:

- Your Name
- Your mobile phone number
- Your pet's name(s) and medical history (only as relevant to appointment reminders or updates)
- Communication preferences

2. How We Use Your Information

We use your information solely to:

- Send appointment reminders
- Provide updates about your pet's care or medications
- Notify you of hospital closures, policy updates, or urgent alerts

We **do not** use your mobile number for marketing purposes unless you have provided separate, expressed written consent

3. Message Frequency

You will receive messages based on your appointments or relevant updates. Message frequency will vary but typically include:

- Appointment confirmations and reminders
- Follow-up care instructions
- Service-related notifications

4. Opting In

By providing your mobile number and confirming our consent, you agree to receive SMS messages from Pearson Animal Hospital. Consent is **not** a condition of receiving veterinary services.

You may opt in through:

- Our new client forms
- Verbal consent during an in office visit
- In-clinic written consent via a printed SMS Consent Form
- Electronic consent through the SMS Consent Form located on our website (pearsonanimalhospital.com)

5. Opting Out

You may opt out of SMS communications at any time by replying:

- STOP to unsubscribe
- HELP for assistance

After opting out, you will no longer receive text messages unless you opt in again. You may also contact us at any time to update your communication preferences or change the phone number on file.

6. Data Security

We implement appropriate technical and administrative safeguards to protect your personal information. Your information is only accessed by authorized personnel and used solely for communication purposes. We **do not** share your information with third parties except as required by law or as necessary to deliver SMS services via a trusted provider (Twilio).

7. Message and Data Rates

Message and data rates may apply depending on your mobile carrier plan. Please check with your carrier for details.

8. Contact Us

If you have questions about this policy or your data, please contact:
Pearson Animal Hospital
1609 HWY 31 SW
Hartselle, AL 35640

(256)773-5230

9. Updates to This Policy

We may update this Privacy Policy periodically. When we do, we will revise the “Effective Date” above and notify you as required by law.

10. Standard SMS disclaimer

By signing up, you agree to receive recurring text messages from Pearson Animal Hospital. Messages and data rates may apply. Message frequency varies. Reply STOP to unsubscribe or HELP for help.