

Bethany for Children & Families

Policy Title	Operations Manual	Last Reviewed
Messaging (SMS) Privacy Policy	111.03	December 29, 2025

POLICY STATEMENT: Bethany for Children & Families respects the privacy of the clients we serve and are committed to protect their personal information. This policy will establish parameters for the use of SMS text messaging with clients for service-related purposes. A client must opt-in to text messaging before texting can be used with that client.

PROCEDURE:

Upon admission to a service, the service provider will explain to the client how texting may be used to communicate about his/her services or child's services. The service provider will ask the client if they would like to opt-in to text messaging and if the client does want to opt-in, the service provider will have the client sign the appropriate form and ensure the client understands they are able to opt-out of texting at any time. The form will be kept in the client chart.

Information that will be collected:

1. Client phone number
2. Consent to send SMS messages
3. Client email address
4. Other basic contact information

How the information will be collected: The information will be collected directly from the client during the initial contact with the client. If information has been received from a referral source, the information will be verified with the client during this initial contact.

How the information can be used:

1. To send SMS messages regarding a client's services for which they have opted-in.
2. Provide appointment reminders, updates, and other service- related communications.
3. Business related communications such as emergency closing of the office.

Disclosing of contact information: Generally contact information of a client may not be disclosed to other parties without the written authorization of the client. Exceptions are noted in Bethany's HIPAA Notice of Privacy Practices. Bethany will take appropriate steps to protect against unauthorized use or disclosure of client contact information.

Bethany does not share personal information, phone number, or SMS consent opt-in data with third parties or affiliates for marketing or promotional purposes. If Bethany conducts a marketing campaign, clients will not be contacted without specifically opting-in to marketing campaigns of the agency. The form used for opting-in to general service-related SMS texting is not sufficient for marketing purposes.

Opting-out of SMS messaging:

Clients, at any time, can opt-out of receiving SMS messaging by notifying their direct service provider, either verbally or in writing. After a client opts-out of messaging, this will be noted in the client chart and no further SMS messages will be sent to the client.

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