

# SMS Text Messaging Terms & Consent

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**Effective Date:** 5/15/2026

**Compliance basis:** TCPA (as amended through 2026), CTIA Messaging Principles and Best Practices (October 2025 update), FCC Consent Revocation Rules (effective April 11, 2025), FCC One-to-One Consent Rule (effective January 26, 2026).

## Text Messaging Services

Balanced BHRT may send text messages (SMS/MMS) to the mobile phone number you provide for the following purposes:

- Appointment reminders and confirmations
- Lab results notifications
- Treatment plan updates and medication reminders
- Account notifications and administrative communications
- Health and wellness information related to your care
- Practice updates and service announcements

## Consent to Receive Text Messages

By providing your mobile phone number and agreeing to receive text messages from Balanced BHRT, you expressly consent to receive conversational, informational, and appointment-related SMS/MMS messages from Balanced BHRT sent via automated telephone dialing system or other technology. You understand that:

- Your consent is not required as a condition of purchasing any goods or services.
- Message frequency varies based on your care needs and practice communications.
- Message and data rates may apply based on your mobile carrier plan.
- Messages may contain protected health information (PHI) related to your care.
- Your consent applies only to communications from **Balanced BHRT**. Consent provided to Balanced BHRT will not be shared with, transferred to, or relied upon by any other organization or third party for their own messaging programs (FCC One-to-One Consent Rule, effective January 26, 2026).

## How to Opt-Out

You may opt out of receiving text messages at any time by any reasonable method, including:

- Replying **STOP** (or any similar opt-out keyword) to any text message from Balanced BHRT
- Calling our office at **(937) 684-8883**
- Emailing **patientservices@balancedbhrt.com** with your opt-out request
- Submitting a written request by mail or during any visit

Per FCC rules effective April 11, 2025, Balanced BHRT will honor opt-out requests made through *any reasonable means* — not limited to keyword replies. Opt-out requests will be processed within **10 business days**; no further messages will be sent during that processing window. After opting out, you will receive a single confirmation message confirming your removal. Opting out of text messages does not affect other forms of communication from our practice.

## Help and Support

For help with text messaging or questions about message content, reply **HELP** to any text message or contact our office at **(937) 684-8883**.

## Privacy and Security

Text messages are sent through secure, HIPAA-compliant systems that use AES-256 encryption for data at rest and TLS 1.3 for data in transit, in compliance with the HIPAA Security Rule update effective January 2025. However, standard SMS delivery itself is not end-to-end encrypted once it leaves our platform and traverses carrier networks. While we take reasonable precautions to protect your information, you acknowledge that text messaging may not be completely secure. Sensitive medical information should be discussed during scheduled appointments or through our secure patient portal. For more information about how we protect your data, please review our [Privacy Policy](#) and HIPAA Notice of Privacy Practices.

## A2P 10DLC Registration

Our text messaging service is registered with major U.S. wireless carriers through the A2P 10-Digit Long Code (10DLC) program administered by The Campaign Registry (TCR). This registration identifies Balanced BHRT as the sending entity and ensures our messages are delivered through verified, compliant channels.

## Carrier Disclaimer

Wireless carriers — including AT&T, T-Mobile, Verizon, and others — are not liable for delayed or undelivered messages. We cannot guarantee message delivery and are not responsible for technical failures, service interruptions, or issues related to your mobile carrier.

## **Message Hours**

We will not send text messages before 8:00 AM or after 9:00 PM in the recipient's local time zone, in compliance with TCPA quiet-hour restrictions.

## **Supported Carriers**

Our text messaging service supports all major U.S. wireless carriers. If you experience issues receiving messages, please contact our office.

## **Record Retention**

Consent records — including the date, method, and exact language presented at the time of consent — are retained for a minimum of four (4) years as required by TCPA and FCC guidance.