

Messaging Privacy Policy

Effective Date: April 13, 2026

Last Updated: April 13, 2026

Introduction

Cardiac Imaging, Inc. respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, and protect information related to our messaging campaigns in compliance with A2P 10DLC requirements and applicable regulations.

Information We Collect

Opt-in Data: When you provide consent via our intake form by ticking the opt-in box, we collect:

- Your name
- Your phone number and/or email address
- The method of opt-in (e.g., web form, SMS keyword)

Message Interactions: Details of your interactions with our messages, such as confirmations, HELP requests, and STOP requests.

Device and Usage Data: Non-personally identifiable information, such as device type, message delivery status, and message interaction frequency.

How We Use Your Information

We use your information to:

- Deliver messages you have opted in to receive, including appointment reminders, surveys, or other informational updates.
- Respond to HELP requests and provide support.
- Ensure compliance with STOP requests to cease further communications.

Note: Your information is never shared with third parties for marketing purposes.

Subscriber Consent and Disclosures

By opting in via our intake form, you agree to:

- Receive recurring messages related to the service(s) provided.
- Acknowledge that "Message and Data Rates May Apply."
- Access HELP instructions and STOP options.
- Be informed that message frequency may vary depending on the program you subscribe to.
- Confirm that you are at least 18 years old (or the age of majority in your jurisdiction) if the content is age-restricted.

The opt-in process includes:

- A clear description of the type of messages you will receive.
 - Disclosure that message frequency may vary.
 - References to our Privacy Policy and Terms & Conditions, which are attached below.
 - Confirmation of age eligibility, where applicable.
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Age Disclosure

For campaigns involving age-gated content, users must confirm they meet the required minimum age before subscribing. By opting in, you confirm that you:

- Are at least 18 years old (or the age of majority in your jurisdiction).
 - Understand that age-restricted content will only be sent to eligible subscribers.
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Message Frequency

The frequency of messages you receive may vary depending on the service or program you have opted into. For example:

- **Appointment Reminders:** Typically 1–3 messages per appointment.
- **Promotional Updates or Informational Messages:** Up to 5 messages per month.

Specific frequency details will be disclosed at the time of opt-in. If you have further questions, reply "HELP" or contact our support team.

Opt-out Instructions

You may opt out of receiving messages at any time by replying "STOP" to any message. Upon opting out:

- You will receive a confirmation of your opt-out request.
 - No further messages will be sent unless you re-opt-in.
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HELP Requests

To request assistance, reply "HELP" to any message, or contact us directly through the following channels:

- **Email:** lwilberding@cardiacscan.org
 - **Phone:** (800) 998-2035
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Embedded Links and Phone Numbers

Messages may contain embedded links or phone numbers to direct you to secure resources, such as:

- Appointment confirmation pages
- Support contact information

All embedded links comply with security standards to protect your data.

Data Protection and Retention

We implement robust security measures to protect your data from unauthorized access or disclosure. Information is retained only as long as necessary to fulfill the purposes outlined in this policy or as required by law.

Compliance with A2P 10DLC Guidelines

Cardiac Imaging, Inc. adheres to the following A2P 10DLC requirements:

- **Subscriber Opt-in:** Opt-in details are clearly disclosed during the intake process, including brand name, message frequency, and opt-out/HELP information.
 - **Subscriber Opt-out:** STOP instructions and confirmation messages are provided upon opting out.
 - **HELP Information:** Patients can request help by texting HELP or contacting the office by phone.
 - **Privacy Assurance:** Opt-in data is never shared with third parties for marketing purposes.
 - **Sample Messages:** All messages identify the brand and include opt-out instructions.
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Contact Us

For questions about this Privacy Policy, you can contact us at:

- **Email:** lwilberding@cardiacscan.org
- **Phone:** (800) 998-2035

Sample Messages

1. **Opt-in Confirmation:** *"Thank you for opting in to receive messages from Cardiac Imaging, Inc. Message frequency may vary. Msg & data rates may apply. Reply HELP for support. Reply STOP to cancel. By opting in, you confirm you are at least 18 years old."*
2. **HELP Response:** *"Thank you for reaching out to Cardiac Imaging, Inc. For assistance, please call us at (800) 998-2035 or email us at lwilberding@cardiacscan.org. Reply STOP to cancel messages."*
3. **STOP Confirmation:** *"You have successfully opted out of messages from Cardiac Imaging, Inc. You will receive no further messages."*
4. **Survey Message:** *"Hi {{patient-first-name}}, would you please take a minute and write a review for us here: <{{review-url}}>. It would help other patients just like you know how we are doing! Thank you!"*
5. **2FA:** *"Your verification code is: {{code}}"*
6. **Customer Care:** *"Hi {{patient-first-name}}. Please reply "C" to confirm your appointment on [{{appointment-formatted-date-time}}](#) with Cardiac Imaging, Inc. Please reply back to this message if you have any questions. More details on [{{appointment-details-url}}](#). Thank you! You may Reply 'STOP' at any time to stop receiving future messages."*
7. **Customer Care:** *"Dear {{patient-first-name}}. Just a friendly reminder that you have an appointment on [{{appointment-formatted-date-time}}](#) with us at Cardiac Imaging, Inc. For driving directions, click here: [{{practice-location-formatted-address}}](#). Please reply back to this message if you have any questions or need to reschedule. Thank you!"*

TERMS AND CONDITIONS

You agree to receive informational messages (such as appointment reminders, account notifications, and other updates) from Cardiac Imaging, Inc. Message frequency varies depending on your interactions and service subscription. Standard message and data rates may apply.

For help, reply HELP to any message or email us at lwilberding@cardiacscan.org. You can opt out of receiving messages at any time by replying STOP.