

# Terms of Service

By using Pure Pediatrics' services, including signing up for appointments and billing reminders, program or service updates, limited promotions, community notification text message communications, YOU expressly consent to collecting, using, and sharing your personal information as outlined in our Privacy Policy. You acknowledge that you have read, understood, and agreed to our Terms of Service and Privacy Policy, including the terms related to data collection, communication, and security.

You further consent to receive text messages from Pure Pediatrics, including transactional and promotional messages. You may opt out of receiving promotional messages at any time by following the opt-out instructions provided in the messages. Your continued use of our services constitutes your ongoing consent to these terms.

## SMS Privacy

### Opt-out procedures

You may choose to stop receiving **text** messages from Pure Pediatrics at any time. To opt out, simply reply to any text message you receive from us with the word 'STOP' or 'UNSUBSCRIBE.' Once we receive your opt-out request, we will promptly remove your number from our promotional messaging list. Please note that opting out of promotional messages will not affect your ability to receive important service-related communications.

### Opt-out instructions

If you no longer wish to receive text messages from us, you can opt out at any time by replying with the word '**STOP**' to the number from which you received the message. Upon receiving your request, we will promptly remove you from our messaging list, and you will no longer receive further text communications from us.

### Help Instructions

If you need assistance or have any questions regarding the SMS notifications you receive from us, you can reply with the word "**HELP**" to any SMS message.

### Message frequency and content

By subscribing to Pure Pediatrics' text messaging service, you agree to receive text messages. Message and data rates may apply. You can opt out of receiving these messages at any time by following the instructions provided in each message.

## **Liability and disclaimers**

Pure Pediatrics is not responsible for any delays, failures in delivery, or any other issues related to the transmission or receipt of text messages. Delivery of text messages is subject to effective transmission by your mobile carrier and is not guaranteed by Pure Pediatrics.

By subscribing to our SMS services, you acknowledge and agree that Pure Pediatrics will not be liable for any damage, losses, or injuries arising from or related to the use or failure to receive any text messages, including but not limited to, delays, non-delivery, or technical issues. Your use of our SMS services is at your own risk, and we provide our services on an 'as-is' basis without any warranties of any kind, express or implied.

## **Data security and information handling**

Pure Pediatrics is committed to protecting the security of your personal information. We implement industry-standard security measures to safeguard your data against unauthorized access, use, or disclosure. However, it is also your responsibility to protect the confidentiality of your account information, and any passwords associated with your use of our services.

You agree to notify Pure Pediatrics immediately of any unauthorized use of your account or any other security breach. Pure Pediatrics will not be liable for any loss or damage arising from your failure to protect your account or personal information adequately. By using our services, you acknowledge and accept that no data transmission over the Internet or mobile networks can be guaranteed to be 100% secure, and therefore, you use our services at your own risk.

## **Key provisions of a 10DLC-compliant Privacy Policy**

Pure Pediatrics collects personal information from you when you interact with our services, including when you sign up, make purchases, or communicate with us via text messages. The types of information we collect may include your name, contact details, payment information, and any other information you voluntarily provide.

We use this information to provide, maintain, and improve our services, process transactions, communicate with you, and comply with legal obligations. Your information may be shared with trusted third-party service providers solely for the purpose of operating our business and fulfilling our commitments to you. Pure Pediatrics does not sell, rent, distribute, or trade your personal data to third parties unless it is legally required to do so. Any information shared with third parties is exclusively for the purpose of delivering our services to you. We assure you that

your data will never be shared with third parties for marketing purposes. You have the right to access, correct, or delete your personal information at any time, and we are committed to handling your data in a secure and transparent manner.

## **Data protection**

Pure Pediatrics takes the security of your personal information very seriously. We employ industry-standard security measures, including encryption and secure servers, to protect your data from unauthorized access, alteration, disclosure, or destruction. We continuously monitor our systems to ensure your information is safe and secure, and we are committed to maintaining the highest levels of data protection to safeguard your privacy.

## **Explicit non-sharing of information**

Pure Pediatrics is committed to upholding the highest standards of privacy for all personal information collected through our text messaging services. We do not sell, rent, distribute, or trade your personal data to third parties unless legally required to do so. Any information shared with third parties is exclusively for the purpose of delivering Pure Pediatrics to you. We assure you that your data will never be shared with third parties for marketing purposes.

## **Changes to the privacy policy**

Pure Pediatrics may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. When Pure Pediatrics make changes, we will notify you by updating the “Last Updated” date at the top of this policy. In the event of significant changes, we will provide more prominent notice, such as sending an email notification or displaying a notice on our website.

By continuing Pure Pediatrics’ after these changes, you agree to the revised Privacy Policy. Pure Pediatrics encourage you to periodically review this policy for the latest information on our privacy practices.

## **Contact**

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