

Effective Date: 1/31/2025

At Atlas in Balance Chiropractic ("we," "us," "our"), we are committed to protecting your privacy. This Privacy Policy explains how we collect, use, and disclose information when you interact with our 10DLC messaging services ("Services"), including through text messages (SMS) sent to or from a 10-digit long code number.

By engaging with our Services, you agree to the practices described in this Privacy Policy. If you do not agree with the terms outlined here, please do not use our Services.

1. Information We Collect

When you interact with our 10DLC messaging services, we may collect the following types of information:

- **Phone Number:** Your phone number is collected when you send or receive text messages via our Services.
- **Message Content:** We may collect and store the content of the text messages you send and receive.
- **Usage Data:** We may collect information about how you use the Services, including timestamps, message frequency, and any engagement metrics (such as reply rates or click-through rates if links are included).
- **Device Information:** We may collect information about the device you use to interact with our Services, such as IP address, mobile carrier, and device type.

2. How We Use Your Information

We use the information we collect to:

- **Provide and Improve Services:** To deliver, maintain, and improve our 10DLC messaging services.
- **Communication:** To send you information, updates, promotions, or customer support messages related to our Services.
- **Compliance:** To comply with legal obligations, including compliance with applicable telecommunication regulations and anti-spam laws.
- **Analytics:** To analyze usage patterns and improve the effectiveness and performance of our messaging campaigns.

3. How We Share Your Information

We may share your information in the following circumstances:

- **Service Providers:** We may share your information with third-party service providers who assist us in providing the Services, such as SMS platform providers, data hosting services, or customer support tools. These service providers are obligated to use your information only for the purpose of providing services to us.

- **Legal Compliance:** We may disclose your information if required to do so by law or in response to a legal process, such as a subpoena, court order, or government investigation.
- **Business Transfers:** In the event of a merger, acquisition, or sale of all or part of our business, your information may be transferred as part of the transaction.

We do not sell, rent, or lease your personal information to third parties for their marketing purposes.

Legal Compliance:

We may disclose information when required by law or in response to lawful requests by public authorities.

Data disclosure laws vary between countries, and even within countries, they can be subject to federal, state/provincial, and local regulations. In the United States and Canada, data disclosure laws encompass a combination of federal and provincial/state regulations. I'll provide you with a brief overview of the major federal laws in both countries.

United States:

1. *Federal Trade Commission Act (FTC Act):*
 - Overview: The FTC Act broadly prohibits unfair and deceptive practices in commerce, including the unauthorized disclosure of personal information.
 - Enforcement: The Federal Trade Commission (FTC) enforces the FTC Act.
1. *Gramm-Leach-Bliley Act (GLBA):*
 - Overview: Primarily applicable to financial institutions, GLBA requires these institutions to protect the privacy and security of consumer financial information.
 - Enforcement: Various federal agencies, including the FTC, have enforcement authority.
1. *Health Insurance Portability and Accountability Act (HIPAA):*
 - Overview: Applies to protected health information held by covered entities and their business associates. It sets standards for the privacy and security of health information.
 - Enforcement: The Department of Health and Human Services (HHS) is responsible for enforcing HIPAA.
1. *Children's Online Privacy Protection Act (COPPA):*
 - Overview: COPPA regulates the online collection of personal information from children under 13. It requires obtaining parental consent.
 - Enforcement: The FTC enforces COPPA.
1. *California Consumer Privacy Act (CCPA):*
 - Overview: State-level legislation granting California residents specific privacy rights and imposing obligations on businesses handling their personal information.
 - Enforcement: The California Attorney General can enforce the CCPA.

4. Data Retention

We will retain your information for as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law. If you wish to stop receiving messages from us, you can opt out by following the instructions in the message (e.g., replying "STOP").

5. Opt-Out & Control Over Your Information

You have the right to opt-out of receiving marketing or promotional messages from us at any time. To stop receiving text messages, you can reply with "STOP" or follow other opt-out instructions provided in the message. After opting out, we will no longer send you marketing messages.

If you wish to review or update your personal information, or if you have concerns about how your information is being used, please contact us at info@atlasinbalancechiro.com or (760)730-8824

6. Security

We implement industry-standard security measures to protect your information from unauthorized access, use, or disclosure. However, no method of transmission over the internet or electronic storage is 100% secure, so we cannot guarantee absolute security.

7. Children's Privacy

Our Services are not intended for children under the age of 13. We do not knowingly collect personal information from children. If we learn that we have inadvertently collected personal information from a child under 13, we will take steps to delete such information.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we do, we will post the revised version on this page and update the "Effective Date" at the top of the policy. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

9. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

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