

SMS Messaging Terms and Privacy Policy

Patient Communications • Privacy • Consent • Opt-Out Rights

Website publication edition

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Part I — Website publication text

The following policy is formatted for publication on the Comfort Laser Center website.

1. Purpose and scope

This SMS Messaging Terms and Privacy Policy explains how Comfort Laser Center collects, uses, protects, retains, and discloses information associated with its text messaging program.

This policy applies to SMS and MMS messages sent by or on behalf of Comfort Laser Center to patients, prospective patients, authorized caregivers, personal representatives, and other individuals who have agreed to receive text messages or who otherwise lawfully receive a permitted healthcare communication.

This policy supplements Comfort Laser Center's general Website Privacy Policy and, when applicable, its HIPAA Notice of Privacy Practices. It does not replace either document.

2. Enrollment and consent

You may enroll in Comfort Laser Center's text messaging program by voluntarily providing your mobile telephone number and taking an affirmative action indicating your consent. This may include:

- Selecting an unchecked consent box on our website or an electronic form.
- Signing a written consent form.
- Requesting text communications during registration or scheduling.
- Sending a designated enrollment keyword.
- Otherwise clearly asking Comfort Laser Center to communicate with you by text.

By enrolling, you represent and agree that:

1. You are the subscriber or customary user of the mobile number provided, or you are otherwise authorized to provide consent for that number.
2. You authorize Comfort Laser Center and its contracted messaging service providers to send recurring SMS or MMS messages to the number provided.
3. Messages may be sent using automated technology.
4. Your consent is voluntary and may be withdrawn at any time.

Consent to receive text messages is not a condition of receiving treatment, purchasing a service, or completing a transaction with Comfort Laser Center. Reasonable alternative communication methods are available upon request.

3. Types of messages

Depending on the type of consent you provide and the purpose of the communication, Comfort Laser Center may send messages concerning:

- Appointment requests, confirmations, reminders, changes, or cancellations.
- Requests to contact the office.
- Registration, check-in, arrival, or scheduling information.
- General pre-procedure or post-procedure reminders and instructions.
- Administrative, billing, payment, or account notifications when lawfully permitted and appropriately authorized.
- Responses to questions you submit by text.
- Patient-service announcements.
- Follow-up and care-coordination communications.
- Surveys or requests for feedback.
- Promotions, special offers, events, or marketing communications, but only when you have separately agreed to receive them or when otherwise permitted by law.

To protect patient privacy, Comfort Laser Center may direct you to call the office, use a secure electronic method, or speak directly with a clinical professional rather than discussing sensitive information through standard text messaging.

4. Marketing and promotional messages

Consent to receive appointment reminders, patient-service messages, or other nonmarketing communications does not automatically constitute consent to receive promotional or marketing messages.

Comfort Laser Center will obtain a separate affirmative opt-in before sending recurring marketing or promotional text messages when required by law. Marketing consent is not a condition of treatment or purchase, and you may decline or withdraw marketing consent without affecting your access to Comfort Laser Center's treatments or services.

Consent to receive text messages does not, by itself, authorize Comfort Laser Center to use or disclose protected health information for marketing purposes when a separate HIPAA authorization or other legal permission is required.

5. Message frequency and charges

Message frequency varies depending on your appointments, services, requests, communication preferences, and the type of messaging program in which you enroll.

Comfort Laser Center does not charge you for its text messaging program. However, message and data rates may be charged by your wireless carrier. Please contact your wireless carrier for information about your mobile plan.

6. How to opt out

You may withdraw your consent at any time. To stop text messages, reply to a Comfort Laser Center message with any clear opt-out instruction, including:

Recognized opt-out keywords

STOP • QUIT • END • REVOKE • OPT OUT • CANCEL • UNSUBSCRIBE

You may also request that messages stop by:

- Calling Comfort Laser Center at 406-863-6100.
- Submitting a request through the Comfort Laser Center website.
- Informing a Comfort Laser Center staff member.
- Using any other reasonable method that clearly communicates your request.

Comfort Laser Center will honor opt-out requests as promptly as reasonably practicable. STOP requests and healthcare-message opt-outs will be processed immediately when required, and all other requests will be processed within the period required by applicable law. After you opt out, Comfort Laser Center may send one final, nonpromotional message confirming that your request has been processed.

Unless you clearly limit your request, Comfort Laser Center may treat an unqualified opt-out as a request to stop all recurring automated text messages for which consent is required. When permitted, a confirmation message may ask whether you intended to stop all categories of messages; until you clarify, Comfort Laser Center will suspend the affected messages.

Appointment reminder

Replying STOP does not cancel an appointment or treatment. To cancel or change an appointment, call 406-863-6100.

Opting out of text messages does not prevent Comfort Laser Center from contacting you through other lawful and appropriate communication methods, such as telephone, mail, or secure electronic communication.

7. Restarting text messages

After opting out, you may re-enroll by:

- Replying START when that function is available.
- Completing a new website consent form.
- Signing a new written consent.
- Calling Comfort Laser Center and requesting re-enrollment.

Sending an unrelated message after opting out does not necessarily re-establish consent.

8. Help and customer support

For assistance with the text messaging program, reply HELP to a Comfort Laser Center message or call 406-863-6100. Customer support is available during normal Comfort Laser Center business hours.

9. Text messaging and patient privacy

Standard SMS and MMS messages may not be encrypted. Text messages may be stored by your wireless carrier, displayed on a locked or unlocked device, included in device backups, forwarded to another person, or viewed by anyone who has access to your telephone. Even a general appointment reminder identifying Comfort Laser Center may reveal that you have a relationship with a medical or aesthetic practice.

By selecting text messaging, you acknowledge that:

- Text messages may present privacy and security risks.
- Comfort Laser Center cannot control access to messages after they arrive on your device.
- You are responsible for protecting access to your device and mobile account.
- You should notify Comfort Laser Center when a telephone is shared with another person.
- You may request a different reasonable communication method at any time.

Your decision to use text messaging does not waive your privacy rights under HIPAA or any other applicable privacy law.

10. Information that should not be sent by text

Unless specifically directed by an authorized Comfort Laser Center professional, do not use standard text messaging to send:

- Social Security numbers.
- Payment card or bank account information.
- Copies of government-issued identification.
- Account passwords or authentication codes.
- Detailed medical histories.
- Complete medication lists.
- Highly sensitive diagnoses or treatment information.
- Photographs containing sensitive medical information.
- Information about another person without authorization.
- Urgent medical questions or emergency information.

Comfort Laser Center may stop a text conversation and direct you to a more appropriate or secure communication method when the conversation involves sensitive, complex, or clinically significant information.

11. Information we may collect

In connection with the SMS program, Comfort Laser Center may collect and maintain:

- Your name and mobile telephone number.
- Your communication preferences.
- The date, time, and method of your consent.
- The specific consent language presented when you enrolled.
- Form submission records and related technical information.

- Messages sent to and received from your number.
- Delivery, failure, response, and opt-out records.
- Appointment or account information needed to respond to your request.
- Records showing when consent was withdrawn or restored.

Text messages concerning your care may become part of your medical or business record when appropriate or required.

12. How we use SMS information

Comfort Laser Center may use SMS-related information to:

- Provide the communications you requested.
- Schedule, confirm, change, or cancel appointments.
- Respond to questions and service requests.
- Provide administrative or care-related information.
- Document consent and communication preferences.
- Maintain appropriate patient and business records.
- Protect against fraud, misuse, or unauthorized access.
- Troubleshoot message delivery.
- Improve patient communication and service quality.
- Meet legal, regulatory, professional, and contractual obligations.
- Investigate complaints or resolve disputes.

Comfort Laser Center will limit the information included in standard text messages when appropriate and will use reasonable administrative, physical, and technical safeguards to protect information under its control.

13. Sharing of mobile information

Comfort Laser Center does not sell or rent mobile telephone numbers, SMS consent records, or text messaging opt-in information.

Mobile information, text messaging originator opt-in data, and consent information will not be shared with third parties or affiliates for their independent marketing or promotional purposes.

Comfort Laser Center may disclose limited SMS-related information to:

- Messaging platform providers.
- Telecommunications carriers and messaging aggregators.
- Scheduling, patient-management, or technology vendors.
- Contractors providing services on Comfort Laser Center's behalf.
- Legal, compliance, accounting, or cybersecurity professionals.
- Government authorities when disclosure is legally required.
- A successor organization in connection with a lawful merger, acquisition, restructuring, or transfer of the practice, subject to applicable privacy protections.

Service providers may receive only the information reasonably necessary to perform services for Comfort Laser Center. When a vendor creates, receives, maintains, or transmits protected health information on behalf of Comfort Laser Center, appropriate contractual protections, including a business associate agreement when required, will be used.

14. Data retention

Comfort Laser Center may retain text messages, consent records, delivery records, and opt-out records for as long as reasonably necessary to:

- Provide requested services.
- Maintain medical or business records.
- Document consent and withdrawal of consent.
- Honor suppression and do-not-contact requests.
- Meet legal, regulatory, contractual, insurance, and professional obligations.
- Resolve complaints, disputes, or potential claims.

An opt-out record may be retained after other messaging information is deleted so that Comfort Laser Center can continue honoring your request not to receive messages.

15. Information security

Comfort Laser Center uses reasonable administrative, physical, and technical safeguards designed to protect personal and health information under its control. These safeguards may include:

- Access restrictions.
- Workforce privacy and security training.
- Authentication controls.
- Vendor oversight.
- Secure recordkeeping.
- Risk assessment and incident-response procedures.
- Contractual confidentiality and security requirements.

No wireless network, messaging platform, electronic system, or storage method can be guaranteed to be completely secure. For sensitive or detailed communications, Comfort Laser Center may require the use of telephone, in-person communication, a patient portal, or another secure method.

16. Emergencies and urgent medical concerns

DO NOT USE TEXT MESSAGING FOR A MEDICAL EMERGENCY

Text messages are not monitored continuously and should not be used when immediate assistance is needed. For a medical emergency, call 911 or go to the nearest emergency department.

For an urgent post-procedure concern, call Comfort Laser Center directly at 406-863-6100 and follow any after-hours instructions provided by the office.

Text messaging is not a substitute for professional medical evaluation, diagnosis, treatment, informed consent, or emergency care.

17. Lost, shared, or reassigned numbers

You must notify Comfort Laser Center promptly if:

- Your mobile number changes.
- Your telephone is lost or stolen.
- Your number is disconnected or reassigned.
- You no longer control the number.
- Another person begins using the number.
- You provided an incorrect number.

If you receive a Comfort Laser Center message intended for another person, do not disclose or forward the message. Reply STOP and contact Comfort Laser Center at 406-863-6100.

18. Message delivery

Wireless carriers and messaging providers do not guarantee message delivery. Messages may be delayed, blocked, filtered, duplicated, or undelivered because of network conditions, device settings, carrier restrictions, technical failures, or other circumstances outside Comfort Laser Center's control.

Comfort Laser Center and participating wireless carriers are not responsible for delayed or undelivered messages to the extent permitted by law.

19. Minors and authorized representatives

A person enrolling in the SMS program must be at least 18 years old or otherwise legally authorized to provide consent. A parent, legal guardian, personal representative, or authorized caregiver may provide a mobile number for communications concerning another person only when legally authorized to do so.

Comfort Laser Center may verify the authority of a person requesting access to or changes involving another patient's communications.

20. Your privacy choices

You may contact Comfort Laser Center to:

- Update your mobile number.
- Change your communication preferences.
- Request an alternative communication method.
- Withdraw or restore SMS consent.
- Ask questions about how SMS information is used.
- Exercise privacy rights available under applicable law.

Requests involving protected health information or medical records will be handled under Comfort Laser Center's Notice of Privacy Practices and applicable healthcare-record requirements.

21. Changes to this policy

Comfort Laser Center may update this policy to reflect changes in its services, technology, business practices, or legal requirements. The revised policy will be posted with a new "Last updated" date.

When required by law, Comfort Laser Center will provide additional notice or obtain new consent before materially expanding the types of automated or marketing messages sent.

22. Contact information

Questions, privacy requests, or complaints concerning this policy may be directed to:

Comfort Laser Center
150 Timberwolf Parkway, Suite B
Kalispell, MT 59901
Telephone: 406-863-6100

23. Relationship to the Notice of Privacy Practices

When a text message contains or relates to protected health information, Comfort Laser Center's HIPAA Notice of Privacy Practices also applies.

If this SMS policy conflicts with the Notice of Privacy Practices concerning protected health information, the Notice of Privacy Practices and applicable healthcare privacy law will control.

Part II — Internal implementation resources

Internal use

The following materials are intended to support implementation and should be reviewed against Comfort Laser Center's actual workflows, vendor capabilities, Notice of Privacy Practices, and legal obligations before launch.

A. Recommended website consent language

Use separate, optional consent boxes that are unchecked by default. Place a link to the SMS Messaging Terms and Privacy Policy immediately adjacent to the consent language.

Appointment and patient-service messages

Suggested checkbox language

I agree to receive recurring appointment, scheduling, care-related, administrative, and account-related text messages from Comfort Laser Center at the mobile number provided, including messages sent using automated technology. Message frequency varies. Message and data rates may apply. Reply STOP to opt out or HELP for assistance. Consent is not a condition of treatment or purchase. I have reviewed the SMS Messaging Terms and Privacy Policy.

Marketing and promotional messages

Suggested checkbox language

I separately agree to receive recurring marketing and promotional text messages from Comfort Laser Center at the mobile number provided, including messages sent using automated technology. Message frequency varies. Message and data rates may apply. Reply STOP to opt out or HELP for assistance. Consent is not a condition of treatment or purchase. I have reviewed the SMS Messaging Terms and Privacy Policy.

Do not combine the appointment-message consent and marketing-message consent into one required checkbox. Store evidence of the consent language, date, time, source, telephone number, policy version, and subsequent opt-out or re-enrollment activity.

B. Operational compliance checklist

Done	Control area	Implementation requirement
☐	Opt-out processing	Configure STOP, QUIT, END, REVOKE, OPT OUT, CANCEL, and UNSUBSCRIBE. Staff must also recognize ordinary-language requests. Process STOP and healthcare-message opt-outs immediately when required; never rely on a single exclusive channel for general revocation requests.
☐	Consent records	Retain the telephone number, date and time, enrollment source, exact disclosure shown, affirmative action taken, policy version, and subsequent opt-out or re-enrollment history.
☐	Separate message programs	Maintain distinct consent, suppression, and message templates for patient-service communications and marketing or promotional communications.
☐	FCC healthcare-message exemption	When relying on the healthcare-message exemption in 47 C.F.R. § 64.1200(a)(9)(iv), restrict texts to the permitted healthcare purposes; identify Comfort Laser Center and provide contact information; avoid marketing, solicitation, advertising, billing, debt-collection, and other financial content; keep messages concise and generally 160 characters or fewer; limit frequency to one message per day and three combined calls or texts per week; include STOP instructions; and honor opt-outs immediately.

Done	Control area	Implementation requirement
☐	Messaging vendor and business associate agreement	Determine whether the vendor creates, receives, maintains, or transmits ePHI. Execute a compliant business associate agreement when required, and review subcontractors, data location, encryption, access controls, audit logs, retention, breach notification, and deletion procedures.
☐	Minimum disclosure	Avoid diagnoses, detailed procedure names, medication details, sensitive photographs, full financial information, and other unnecessary PHI in standard SMS. Use a patient portal, telephone, or another secure method for sensitive or detailed information.
☐	STOP and HELP testing	Test enrollment, HELP, STOP, confirmation messages, suppression synchronization, and re-enrollment before launch and after material platform changes. Ensure opt-outs propagate across scheduling, marketing, and patient-communication systems.
☐	Reassigned numbers	Establish a process for undeliverable messages, wrong-party responses, disconnected numbers, and number reassignment. Consider use of the FCC Reassigned Numbers Database or comparable controls when appropriate.
☐	Website placement	Place permanent links to the SMS policy near every mobile-number field and in the website footer. Also link to the general Website Privacy Policy and HIPAA Notice of Privacy Practices.
☐	Workforce training	Train staff on consent categories, opt-out recognition, privacy safeguards, urgent-message escalation, secure alternatives, documentation, and incident reporting.
☐	Retention and auditing	Define retention periods for messages, consent evidence, suppression records, delivery logs, and compliance audits. Preserve suppression records as needed to prevent future unwanted messages.
☐	Legal and operational review	Confirm the legal entity or DBA name, HIPAA covered-entity status, Montana privacy-law applicability and exemptions, marketing practices, vendor contracts, consent language, and implementation with qualified counsel before publication.

C. Compliance foundation and drafting notes

This draft reflects the following current compliance principles as of August 23, 2026:

- The FCC permits revocation of TCPA consent through any reasonable method, recognizes specific reply keywords as reasonable per se, requires timely processing, and permits one nonmarketing confirmation text.
- The FCC's healthcare-message exemption contains specific purpose, content, length, frequency, identification, and opt-out conditions. Messages outside that exemption may require a different legal basis or consent framework.
- HIPAA permits appropriate electronic patient communications when reasonable safeguards are used, but standard text messaging creates privacy and security risks that should be addressed through minimum-necessary content, secure alternatives, workforce procedures, vendor controls, and risk management.
- HIPAA generally requires authorization for uses or disclosures of PHI for marketing, subject to defined exceptions. Appointment reminders are generally treated as part of treatment.
- Montana's Consumer Data Privacy Act includes applicability thresholds and exemptions, including an entity exemption for HIPAA covered entities and business associates. Applicability should be assessed based on Comfort Laser Center's legal status, operations, and non-PHI data practices.
- Industry messaging practices emphasize informed consent, clear program disclosures, HELP support, easy opt-out, and protection of opt-in data from third-party marketing use.