

## TEMPLATE PRIVACY POLICY

Most Recent Update: December 11, 2024

**This Privacy Policy explains** how Arctic Chiropractic Rehabilitation & Physical Therapy collects, uses and discloses personal information of its customers, prospective customers, and visitors to its website at [www.arcticchiropractic.com](http://www.arcticchiropractic.com)

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional email about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail.
- We may use the information to customize the website according to your interests.
- We will never sell your information.

**Information collected directly from you:** We may collect personal information directly from you, for example through a web form during an online appointment or a question asked on our website. Personal information we collect directly from you may include first and last name, address, email address, and phone number.

**Information collected from your device:** Our website may use tracking technologies such as cookies, web beacons, pixels, and other similar technologies to automatically collect certain information from your device, including for example: your IP address, browser and operating system information, geographic location, referring website address, and other information about how you interact with the website.

### Security

We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

### How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyze web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyze data about web page traffic and improve our website in order to tailor it to customer needs. We only

use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

### **Disclosure of Personal Information**

No mobile opt-in information or personally identifiable data will be shared, sold, traded, or transferred to any third parties or affiliates for marketing or promotional use.

### **Email and Text Message Communications**

If you wish to unsubscribe from our email campaigns, please click on the Unsubscribe link at the bottom of any marketing email sent from us.

If you wish to stop receiving text messages from us, reply STOP to any text message sent from us. Instructions are provided on the first message sent to the contact.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to [arcticchiropracticpt@gmail.com](mailto:arcticchiropracticpt@gmail.com)

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

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## **TEMPLATE TERMS & CONDITIONS**

Terms and Conditions for SMS Compliance

### **Introduction**

These Terms and Conditions (“Terms”) govern the use of SMS messaging services provided by Arctic Chiropractic Rehabilitation & Physical Therapy (“we,” “us,” or “our”). By opting into our SMS program, you agree to receive SMS messages from Arctic Chiropractic Rehabilitation & Physical Therapy , in accordance with these Terms and The Campaign Registry (TCR) compliance standards.

## **Consent and Opt-In Requirements**

- By opting in, you provide express consent to receive SMS messages from us regarding: appointment reminders, promotions, account updates and general office updates.
- Opting into the SMS program is voluntary and separate from any other service we provide.
- To opt-in, text START sign up via our website at arcticchiropractic.com
- Opt-In Message = Thank you for opting in to Arctic Chiropractic Rehabilitation & Physical Therapy texting. Message frequency varies. Message & data rates may apply. Reply STOP to unsubscribe. Reply HELP for assistance

## **Message Frequency and Types**

Message Frequency varies.

Message Types: Messages may include: appointment confirmations, appointment reminders, notifications, account updates, promotions.

Message and data rates may apply according to your mobile carrier's standard rates.

## **Opt-Out Instructions**

You may opt out of the SMS program at any time by texting "STOP" to 907-600-4920.

Once you send the "STOP" request, you will receive one final confirmation message confirming that you have been unsubscribed. No further messages will be sent unless you opt back in.

For assistance or to request additional information, reply "HELP" to 907-600-4920 or contact us at arcticchiropracticpt@gmail.com

Opt-out Message: "You have been unsubscribed from Arctic Chiropractic Rehabilitation & Physical Therapy texting. You will no longer receive messages from Arctic Chiropractic Rehabilitation & Physical Therapy Reply START to re-subscribe. Reply HELP for assistance.  
Privacy and Data Security

We are committed to protecting your privacy. Your information will only be used for the purposes described in this SMS program and will not be shared with third parties except as necessary to provide the service.

Personal information collected for SMS messaging is managed in compliance with applicable laws and regulations, including data protection and privacy standards.

By opting in, you agree to our privacy policy and acknowledge our commitment to protecting your data.

## **Limitations of Liability**

Arctic Chiropractic Rehabilitation & Physical Therapy is not responsible for any delays in message delivery caused by factors outside our control, such as mobile carrier delays or network outages.

We are not liable for any direct, indirect, incidental, or consequential damages that result from the use of, or inability to use, the SMS program.

Changes to Terms and Conditions

We reserve the right to update or modify these Terms at any time. Any changes will be communicated to you via SMS or posted on our website at [arcticchiropractic.com](http://arcticchiropractic.com). Your continued participation in our SMS program following any updates to these Terms constitutes acceptance of those changes.

### **Contact Information**

If you have any questions regarding these Terms, you can contact us at:

Phone: 907-543-7600

Email: [arcticchiropractipt@gmail.com](mailto:arcticchiropractipt@gmail.com)

Address: 107 Alex Hatley, Side A Bethel AK 99559

By opting in, you confirm that you have read and agreed to these Terms and that you authorize Arctic Chiropractic Rehabilitation & Physical Therapy to send you SMS messages.