

**Director**  
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**Locations**  
Falls Church & Herndon VA  
  
FB: GoodBeginningsTherapy  
IG: @gbtherapy  
LI: Good Beginnings

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**A Pediatric Occupational and Physical Therapy Practice**

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## **Privacy Policy for Text Message Communications**

**Effective Date:** 1/15/2025

At Good Beginnings, we prioritize the privacy and security of our clients' personal information. This Privacy Policy outlines how we collect, use, and protect information obtained through text message communications. By engaging with us via text messaging, you consent to the practices described in this policy.

### **1. Information We Collect**

When you communicate with us via text messages, we may collect:

- Your phone number.
- The content of messages sent or received.
- Any additional information you choose to share in your text messages.

### **2. How We Use Your Information**

We use text messages to:

- Confirm or remind you of appointments.
- Provide updates about your services or treatment.
- Share important announcements or changes in scheduling.
- Respond to inquiries or requests for information.

### **3. Data Security**

We are committed to protecting your personal information. We take appropriate technical and organizational measures to safeguard your data, including encryption where possible. However, no communication method is entirely secure, and we encourage you to avoid sharing sensitive information (e.g., insurance details, medical records) via text message.

### **4. Third-Party Services**

We may use third-party platforms to send and receive text messages. These platforms are required to comply with applicable privacy and security standards to protect your information. However, Good Beginnings is not responsible for unauthorized access to your information due to factors outside our control, such as carrier-related issues. No mobile opt in will be shared with third parties for marketing purposes.

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## **5. Opting Out**

You may opt out of receiving text messages from us at any time by replying "STOP" to a text message or by contacting our office directly. Please note that opting out of text communications may limit our ability to provide timely updates or reminders.

## **6. Data Retention**

We retain text message records for as long as necessary to fulfill the purposes outlined in this policy or to comply with legal and regulatory requirements.

## **7. Children's Privacy**

We do not knowingly collect personal information from individuals under the age of 13 without parental or guardian consent. If we become aware that we have inadvertently collected such information, we will delete it promptly.

## **8. Updates to This Policy**

We may update this Privacy Policy periodically to reflect changes in our practices or legal requirements. The updated policy will be posted on our website with the revised effective date.

## **9. Contact Us**

If you have questions or concerns about this Privacy Policy or how we handle your information, please contact us at:

**Good Beginnings**  
6231 Leesburg Pike, Suite 500, Falls Church, VA 22044  
703-536-1817  
[info@gbtherapy.org](mailto:info@gbtherapy.org)