

# Casco Bay Hearing

## Privacy Policy & Terms and Conditions

Effective Date: May 7, 2026

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### PRIVACY POLICY

#### 1. Introduction

Casco Bay Hearing ('we,' 'our,' or 'us') is committed to protecting the privacy and security of our patients and customers. This Privacy Policy explains how we collect, use, and safeguard your personal information, including information collected in connection with our text messaging and communication services.

#### 2. Information We Collect

We collect the following types of information:

- Contact information (name, phone number, email address, mailing address)
- Appointment and scheduling information
- Hearing health history and audiological records
- Insurance and billing information
- Text messaging opt-in consent and communication preferences
- Device and usage information when you interact with our communications

#### 3. How We Use Your Information

We use the information we collect to:

- Schedule and confirm appointments
- Send appointment reminders and follow-up communications via text message (SMS)
- Provide hearing health care services and support
- Process billing and insurance claims
- Respond to your inquiries and requests
- Comply with applicable laws and regulations

#### 4. Mobile Messaging & SMS Consent

By providing your mobile phone number and opting in to receive text messages from Casco Bay Hearing, you consent to receive SMS/MMS messages including appointment reminders, health notifications, and follow-up communications. Message and data rates may apply.

**Your mobile information and opt-in consent will not be shared with third parties or affiliates for marketing or promotional purposes.** All categories above exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

## **5. Data Sharing & Third Parties**

We do not sell, rent, or share your personal information with third parties except:

- With your explicit written consent
- With healthcare providers directly involved in your care
- With our technology and service providers who operate under strict confidentiality agreements
- As required by law, court order, or governmental authority
- To protect the rights, safety, or property of Casco Bay Hearing or the public

## **6. Data Security**

We implement appropriate technical and organizational security measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. We comply with applicable federal and state privacy laws, including HIPAA where applicable.

## **7. Your Rights**

You have the right to:

- Access and review your personal information we hold
- Request corrections to inaccurate information
- Opt out of marketing communications at any time
- Request deletion of your information (subject to legal retention requirements)

## **8. Contact Us – Privacy Inquiries**

For questions about this Privacy Policy or to exercise your privacy rights, please contact us at:

**Casco Bay Hearing**

24 West Cole Rd. Suite 102, Biddeford, ME 04005

Phone: 207-494-3005

Email: [hello@cascobayhearing.com](mailto:hello@cascobayhearing.com)

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## **TERMS AND CONDITIONS**

### **Text Messaging Program – SMS Terms of Service**

#### **1. Program / Brand Name**

## Casco Bay Hearing SMS Notifications & Appointment Reminders

### 2. Program Description

Casco Bay Hearing operates an SMS text messaging program to send patients appointment reminders, hearing health notifications, follow-up care information, and other relevant communications related to your care at our practice. Messages are sent to patients who have provided consent to receive text communications.

### 3. Message & Data Rates Disclosure

Message and data rates may apply. The frequency of messages will vary based on your appointment schedule and communication preferences.

### 4. Message Frequency

Message frequency varies. You may receive recurring messages based on your appointments and care schedule. Typical messages include appointment confirmations, reminders (24–48 hours prior), and post-visit follow-ups.

### 5. Customer Support Contact Information

For help or support related to our text messaging program, contact us at:

**Phone:** 207-494-3005

**Email:** [hello@cascobayhearing.com](mailto:hello@cascobayhearing.com)

**Address:** Casco Bay Hearing, 24 West Cole Rd. Suite 102, Biddeford, ME 04005

### 6. Opt-Out Instructions

You may opt out of receiving text messages from Casco Bay Hearing at any time using the following methods:

- **Text STOP** to any message we send to unsubscribe immediately.
- **Text HELP** to any message we send for assistance and support information.
- Contact us directly by phone or email to request removal from our messaging list.

After texting **STOP**, you will receive a final confirmation message and no further messages will be sent unless you re-opt-in.

### 7. Link to Privacy Policy

Our full Privacy Policy, which governs the collection and use of your information including SMS opt-in data, is incorporated into these Terms and Conditions. Please review our Privacy Policy above or contact us for a copy.

### 8. Carrier Liability Disclaimer

**Carriers are not liable for any delayed or undelivered messages.** Message delivery is subject to the terms of your mobile carrier and network availability. Casco Bay Hearing is not responsible for any delays or failures in message delivery caused by your carrier or network conditions.

## **9. Consent to These Terms**

By providing your mobile number and opting in to our SMS program, you confirm that you are the account holder or have the account holder's permission, you are 18 years of age or older, and you agree to these Terms and Conditions.

## **10. Changes to Terms**

Casco Bay Hearing reserves the right to modify these Terms and Conditions at any time. We recommend consulting with your legal counsel to ensure our terms of service and privacy policy remain compliant with applicable laws and consistent with standards for our particular industry. Continued use of our SMS program following any changes constitutes your acceptance of the updated terms.

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This document was prepared for Casco Bay Hearing for use with text messaging compliance requirements. We recommend consulting with qualified legal counsel to ensure this policy is compliant with applicable federal and state laws and consistent with the standards for your specific campaign and industry.