

## **Privacy Policy**

**Effective Date:** March 23, 2026

**Organization Name:** Midwest Spine & Brain Institute

### **Privacy Policy for SMS Communications**

Midwest Spine & Brain Institute is committed to protecting the privacy and confidentiality of our patients' personal and health information. This Privacy Policy explains how information may be collected, used, and safeguarded when communicating with patients through SMS (text messaging) for appointment reminders, care-related updates, and other practice communications.

To provide these services, Midwest Spine & Brain Institute may collect and maintain limited information such as a patient's name, mobile phone number, appointment details, and limited health-related information when necessary to facilitate communication. We collect only the information that is reasonably necessary to support patient care and communication needs.

Patient information may be used to send appointment reminders, scheduling updates, care-related notifications, follow-up information, and other communications related to services provided by our practice. Communications sent by SMS will be limited to information considered appropriate and necessary for these purposes.

By providing a mobile phone number to Midwest Spine & Brain Institute, patients consent to receive SMS communications from our office. Message frequency may vary depending on appointments and patient needs. Standard message and data rates may apply based on a patient's mobile carrier plan. Patients may opt out of SMS communications at any time by replying "STOP" to a text message. For assistance, patients may reply "HELP" or contact our office directly at 651-430-3800. Consent to receive text messages is voluntary and may be withdrawn at any time.

Midwest Spine & Brain Institute maintains appropriate administrative, technical, and physical safeguards to protect personal information and Protected Health Information (PHI) in accordance with applicable federal and state privacy laws, including the Health Insurance Portability and Accountability Act (HIPAA). While reasonable precautions are taken to protect information transmitted through text messaging, patients should understand that SMS communication is not always fully secure and there is a limited risk that information could be intercepted or accessed by unauthorized parties.

We do not sell, rent, or share patient information for marketing purposes. No mobile opt-in data will be shared with third parties or affiliates. Information may be shared only with

third-party service providers who assist in delivering SMS communications and who are subject to appropriate confidentiality and security obligations, or as otherwise required by law, regulation, or healthcare operations.

Patients may request access to their information, request corrections to inaccurate information, or opt out of SMS communications at any time by contacting Midwest Spine & Brain Institute at 651-430-3800 or [info@midwestspine.net](mailto:info@midwestspine.net).

Information related to patient communications will be retained in accordance with applicable healthcare record retention requirements and other legal or regulatory obligations.

Midwest Spine & Brain Institute may update this Privacy Policy periodically to reflect changes in practices, technology, or legal requirements. Any updated version will include a revised effective date.

If you have questions regarding this Privacy Policy or SMS communications, please contact:

Midwest Spine & Brain Institute  
1950 Northwestern Ave, Suite 102  
Stillwater, MN 55082  
651-430-3800  
[info@midwestspine.net](mailto:info@midwestspine.net)