

SMS Privacy Policy Tree of Life ABA Therapy

Tree of Life ABA Therapy – SMS Privacy Policy

Last Updated: 07.09.2025

Tree of Life ABA Therapy respects your privacy. This Privacy Policy explains how we collect, use, and protect information collected through our SMS/text messaging services.

1. Information We Collect

When you opt in to receive SMS messages, we may collect your:

- Name
- Phone number
- Child's first name (for identification)
- Basic interaction data (e.g., when you reply STOP or HELP)

We do not collect sensitive personal or health data via SMS.

2. How We Use Your Data

Your phone number and basic client info are used only for:

- Delivering requested SMS communications
- Providing service reminders, updates, and parent resources
- Responding to HELP or support requests

We **do not** sell, rent, or share your personal information with third-party marketers.

3. Data Security

We take reasonable steps to secure your information. SMS data is stored and transmitted using secure systems compliant with HIPAA and other relevant standards.

4. Verbal Opt-In

Tree of Life ABA Therapy collects verbal consent to receive text messages either in person at our locations or over the phone. By providing your phone number, you agree to receive SMS messages from Tree of Life ABA Therapy related to scheduling, onboarding, events, and other important service-related information. Message and data rates may apply. You can reply **HELP** for more information or **STOP** to opt out at any time.

Mobile opt-in information **won't be shared with third parties.**


5. Opt-Out

You may opt out of SMS messages by replying **STOP** at any time. We will retain your phone number only as needed for recordkeeping, in line with applicable laws.

6. Contact Us

If you have questions about this policy or your data, contact us at:

 privacy@treeoflifeaba.com

 (512) 234-2245