

GO VISION — PRIVACY POLICY & SMS TERMS AND CONDITIONS



Effective Date: September 1, 2026

Practice Name: Go Vision

Address: 2603 Niles Ave., Ste A, Saint Joseph, MI 49085

Phone: (269) 408-8762 | Email: info@govision.com

SECTION 1: SMS / MOBILE TERMS & CONDITIONS

Go Vision offers an interactive text messaging service designed to improve communication with our patients. By opting in to receive SMS text messages from Go Vision, you agree to the following terms and conditions:

1.1 Program Description & Message Types

By providing your phone number and consenting to text messaging, you agree to receive SMS/MMS communication from Go Vision regarding:

- Appointment reminders, confirmations, and rescheduling options.
- Orders and delivery status updates (e.g., glasses, prescription frames, or contact lenses ready for pickup).
- Billing alerts and payment links.
- Post-exam care follow-ups and routine annual exam reminder notifications.

1.2 Opt-In & Consent

Opting in to receive text messages occurs when you voluntarily provide your phone number to us on intake forms (digital or paper), through online appointment request portals, or by requesting text notifications from our clinical staff.

Mandatory Disclaimer: Consent to receive SMS notifications is completely voluntary and is not a condition of receiving medical care, eye exams, or purchasing eyewear from Go Vision.

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1.3 Opt-Out Instructions

You may cancel or unsubscribe from our text messaging service at any time:

- Reply STOP to any text message you receive from us.
- Upon texting STOP, you will receive a single confirmation text confirming your opt-out request. No further text messages will be sent unless you re-subscribe.

1.4 Customer Support & Assistance

If you experience issues or need assistance with text messages:

- Reply HELP to any SMS text message.
- Contact our office directly at (269) 408-8762 or email info@govision.com.

1.5 Message Frequency & Rates

- Frequency: Message frequency varies based on your appointment schedule, orders placed, and direct patient-initiated communications.
- Cost: Standard message and data rates may apply depending on your mobile carrier and wireless plan.

1.6 Carrier Disclaimer

Wireless carriers (such as AT&T, Verizon, T-Mobile, etc.) are not liable for delayed or undelivered messages.

SECTION 2: HIPAA PRIVACY POLICY & DATA PROTECTION

Go Vision is committed to protecting the privacy and security of your Protected Health Information (PHI) in compliance with the Health Insurance Portability and Accountability Act (HIPAA).

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2.1 Unencrypted SMS Messaging Notice

Standard SMS and MMS text messages are unencrypted communication channels. While Go Vision takes precautions to limit the inclusion of sensitive clinical details in automated text messages, unencrypted SMS carries inherent security risks (such as interception or unauthorized access on your mobile device). By consenting to receive SMS updates, you acknowledge and accept these risks.

2.2 Strict Non-Sharing Policy (10DLC Compliance)

Go Vision strictly respects your privacy regarding your mobile device data:

- No Mobile Information Sharing: Mobile phone numbers, opt-in consent data, and text messaging details will never be sold, rented, leased, or shared with third parties or affiliates for marketing or commercial purposes.
- All cellular carrier/10DLC opt-in data is kept strictly confidential within Go Vision and our contracted HIPAA Business Associates (such as healthcare communication software platforms) who are bound by law to protect your data.

2.3 How We Use Your Health Information

Go Vision collects and uses your PHI to provide vision care, process vision and medical insurance claims, manage healthcare operations, and carry out practice-Specific Operations:

- Treatment: Managing your ocular health, writing optical prescriptions, and coordinating specialized care or treatments.
- Payment: Billing your vision or medical insurance provider (e.g., VSP, EyeMed, BCBS) or processing self-pay charges.
- Healthcare Operations: Evaluating care quality, staff training, and appointment scheduling.
- Practice-Specific Operations: Appointment reminders and order notifications

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2.4 Other Uses and Disclosures Permitted or Required by Law

Under specific legal circumstances, we may disclose your PHI without your authorization:

- Business Associates: To third-party vendors who perform services on our behalf (e.g., optical labs, billing clearinghouses, EHR vendors) after signing strict privacy agreements.
- Public Health and Safety: To report disease outbreaks, medical device adverse events (e.g., contact lens solution recalls), or to prevent a serious threat to health/safety.
- Law Enforcement & Legal Proceedings: Pursuant to a court order, subpoena, warrant, or other lawful legal processes.
- Victims of Abuse or Neglect: To government authorities if required or permitted by law.
- Health Oversight: To regulatory agencies for audits, licensing, or compliance inspections.

2.5 Your HIPAA Rights

Under HIPAA regulations, you have the right to:

- Request restrictions on certain health information disclosures.
- Request confidential communications through alternate means or locations.
- Inspect and obtain a copy of your optometric medical records.
- Request an amendment to your health records if you believe information is inaccurate.
- Receive an accounting of disclosures of your PHI.

SECTION 3: CONTACT US

For questions about this policy, to exercise your HIPAA rights, or for assistance with our text messaging system, please contact Go Vision:

- Go Vision
- Attn: Privacy Officer / Practice Administrator
- Address: 2603 Niles Ave., Ste A, Saint Joseph, MI 49085
- Phone: (269) 408-8762
- Email: info@govision.com