



**Bradley Shumway DO**

Shumway Family Medicine PLLC

4447 E. Broadway Rd. Suite 107, Mesa, AZ 85206

Phone: 480-550-9610 Fax: 480-500-6858

shumwayfamilymedicine@shumwayfamilymedicine.com

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**PRIVACY POLICY, SMS DISCLAIMER, AND SMS TERMS AND CONDITIONS (TECHNOLOGY)**

**PRIVACY POLICY**

This Privacy Policy describes Shumway Family Medicine PLLC's policies and procedures on the collection, use and disclosure of your information when you use our services and tells you about your privacy rights and how the law protects you.

We use your personal data to provide and improve our services. By using our services, you agree to the collection and use of information in accordance with this Privacy Policy.

Shumway Family Medicine PLLC is committed to safeguarding the privacy of our users. We want to assure you that we do not share your personal information with third parties. This privacy policy outlines how we collect, use, and protect the information you provide to us.

**INFORMATION COLLECTION:**

We collect only the information necessary to provide and improve our services. This may include your name, email address and phone number. We do not sell, rent, or share this information with any third parties.

By interacting with our main number, you are consenting to maintain communication by SMS text message from Shumway Family Medicine PLLC. Message frequency may vary. Message & data rates may apply. You can reply STOP to opt-out of further messaging. You can reply HELP for more information, or call us at 480-550-9610.

**HOW WE USE YOUR INFORMATION:**

No mobile or messaging consent information will be shared with third parties/affiliates for marketing or promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

The information collected is used solely for communicating with you as the intended party. We may use personal data for the following purposes:

- To provide and maintain our service, including to monitor the usage of our service.
- To manage your Account: to manage your registration as a user of the Service. The Personal Data you provide can give you access to different functionalities of the Service that are available to you as a registered user.
- For the performance of a contract: the development, compliance and undertaking of the contract for the services you have purchased or of any other contract with us through the Service.
- To contact You: To contact you by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted



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services, including the security updates, when necessary or reasonable for their implementation.

- To manage your requests: To attend and manage your requests to us.

## DISCLOSURE OF YOUR INFORMATION

Shumway Family Medicine PLLC does not share any client data with third parties for marketing, promotional purposes, or any other purposes. Your personal information is kept confidential and is not disclosed to any outside organizations, except as required by law or with your explicit consent. We may disclose your personal Information under the following limited circumstances:

- We have obtained your consent.
- We need to enforce our Terms of Service.
- We share information with partners or affiliates that have signed non-disclosure agreements with us only to provide you with a specific service.
- We may provide such information to a company controlled by or under common control with Shumway Family Medicine PLLC for any purpose allowed by this Policy.
- We respond to subpoenas, court orders, or legal processes, or to establish or exercise our legal rights, or the legal rights of others, or defend against legal claims.
- When we believe it is necessary to disclose Personal Information to investigate, prevent, or take action regarding illegal activities, suspected fraud, potential threats to anyone's physical safety, or as otherwise required by law.
- We transfer Personal Information about you if Shumway Family Medicine PLLC or its assets are acquired by or merged with another company. We may share aggregated, non-identifiable information with others without further notice to you, such as the total number of people who used the Service in a specific month or the total number of messages sent during a particular period.

## DATA RETENTION

We retain your Personal Information only as long as necessary to fulfill the purposes outlined in this Policy unless a longer retention period is required or permitted by law. We will also retain and use your Personal Information as necessary to comply with legal obligations, resolve disputes, and enforce our agreements.

## YOUR CHOICES:

You have the right to access, correct, or delete your information. If you have any concerns or questions about your data, please contact us at 480-550-9610 or shumwayfamilymedicine@shumwayfamilymedicine.com.

## Changes:

We may update our privacy policy from time to time. Any changes will be communicated to you, and your continued use of our services implies your acceptance of the updated policy. By using our services, you agree to the terms outlined in this privacy policy.



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Last updated: 03/11/2025

**SMS DISCLAIMER**

"By providing a telephone number you are consenting to be contacted by SMS text message from Shumway Family Medicine PLLC. Message frequency may vary. Message & data rates may apply. Reply STOP to opt out of further messaging. Reply HELP for more information. See our Privacy Policy above".

**SMS TERMS AND CONDITIONS**

By opting in to receive SMS messages, you agree to the following: receive SMS messages from Shumway Family Medicine PLLC to provide updates and important information. Message frequency may vary, and message and data rates may apply. You can opt out anytime by replying STOP. For help or more information, reply HELP.

- **\*\*Opt-In\*\*** – Consent is obtained before sending messages. Subscribers will receive a confirmation message upon opting in:

"You have successfully been subscribed to messages from Shumway Family Medicine from this number. Message frequency may vary. Message and Data Rates may apply. Reply HELP for help. Reply STOP to unsubscribe."

- **\*\*Opt-Out\*\*** – Reply STOP at any time to unsubscribe. You will receive a confirmation message:

"You have now been opted-out and will receive no further messages from Shumway Family Medicine from this number. Reply START to resubscribe."

- **\*\*Help\*\*** – Reply HELP for assistance. You will receive:

"For additional information, please call Shumway Family Medicine. To opt-out, reply STOP."

- **\*\*Privacy\*\*** – Your information is used only for the stated purposes. See our full Privacy Policy on our website. <https://shumwayfamilymedicine.com/gallery/Privacy%20Policy.pdf>



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**ADDITIONAL PRIVACY PRACTICES FOR PROTECTED HEALTH INFORMATION**

Shumway Family Medicine PLLC abides by current medical standards and ethics to maintain privacy of your protected health information as required by law. Shumway Family Medicine PLLC may use and disclose your protected health information in the following scenarios only:

- To provide treatment: For example, your information may be shared to coordinate care with other medical providers or facilities, order tests and receive results, provide prescriptions, and coordinate with others who may assist in your care.
- To arrange payment of services.
- For business health care operations of the practice, such as with business associates.
- For lawsuits and similar proceedings or when required by law enforcement.
- In the case of suspected abuse, negligence, or domestic violence.
- To coroners and medical examiners in the event of death.
- To organizations that handle organ and tissue donation in the event of death.
- When required for public health risks.
- For possible health oversight activities.
- To a correctional facility if you become an inmate.
- To contact you for appointment reminders.
- When necessary to reduce or prevent a serious threat to an individual's health or safety.
- If required by military authorities if you are a member or veteran of armed forces.
- If required for national security.
- If required for workers' compensation.
- If practice ownership changes.
- Providing immunization records to a school if you have informally agreed to disclosure.
- Breach notification purposes.

**YOUR RIGHTS INCLUDE:**

- Confidential communications performed via the means documented and agreed upon in the "Communication Permission Form".
- Requesting restrictions to the above disclosures (if feasible and not otherwise required by law).
- Inspect, request amendment to, and obtain copies of your protected health information.
- Requesting an accounting of non-routine disclosures of your protected health information.
- Obtaining a paper copy of this notice if requested.

To request more information or to file a complaint for suspected violations in privacy rights, please contact the practice at 480-550-9610.

Your use of services at Shumway Family Medicine PLLC implies your acceptance of the updated policy.

Last updated: 03/11/2025