



Pittsburgh Center for Plastic Surgery
3109 Forbes Ave, Ste 500 | Pittsburgh, PA 15213
Phone - (412) 802-6100 | Fax - (412) 802-7700
info@pghplasticsurgery.com

Pittsburgh Center for Plastic Surgery SMS Terms and Conditions

The Pittsburgh Center for Plastic Surgery & Pittsburgh Center for Rejuvenation operates as a paperless practice and utilizes email and SMS text messaging as its primary means of communicating with patients. These SMS Terms and Conditions ("Agreement") govern your receipt of text messages from Pittsburgh Center for Plastic Surgery & Pittsburgh Center for Rejuvenation ("we," "us," or "our"). This Agreement should be read together with our Electronic Patient Notification Consent ("EPN Consent") and our Digital Marketing Privacy Policy ("Privacy Policy"), both of which are incorporated herein by reference.

By opting in to receive SMS text messages from Pittsburgh Center for Plastic Surgery & Pittsburgh Center for Rejuvenation, you ("patient," "user," "you," or "your") acknowledge that you have read, understood, and agree to be bound by this Agreement in its entirety.

Paperless Practice; Conditions of Care

Pittsburgh Center for Plastic Surgery & Pittsburgh Center for Rejuvenation operates in a paperless environment. As a condition of receiving care at this practice, all patients are required to consent to digital communications, including email and SMS text messaging, as set forth in the Electronic Patient Notification Consent. These modes of communication, while convenient, are generally not considered "secure" under federal law (as compared to fax, phone, or mail). By choosing to receive services at this practice, you acknowledge and accept these forms of communication and the risks associated with them. Because this practice does not maintain paper-based records or communication systems, the ability to send and receive digital communications is essential to the delivery of your care, including but not limited to appointment scheduling, billing, administrative notifications, and health-related correspondence. Patients who do not consent to digital communications will be unable to receive services at this practice and will need to seek care from another provider.

SMS text messaging is offered as a supplemental communication channel. While participation in our SMS program is encouraged to ensure timely communication, patients may opt out of SMS messages at any time as described in Section 6 of this Agreement. Opting out of SMS does not affect your ability to receive care at this practice, provided that you continue to receive and respond to communications via email.

SMS Messaging Service

By providing your mobile telephone number and affirmatively opting in, you expressly consent to receive recurring SMS and MMS text messages from Pittsburgh Center for Plastic Surgery & Pittsburgh Center for Rejuvenation at the mobile number you provide. Such messages may include, but are not limited to:

- Appointment confirmations, reminders, and follow-up;
- Post-procedure care instructions and wellness check-ins;
- Health-related information and treatment updates;
- Billing statements, invoices, and payment notifications;
- Administrative notifications and operational updates;
- Promotional and marketing messages including re-treatment reminders;
- Responses to inquiries you initiate via SMS (two-way communication).

You represent and warrant that you are the owner or authorized user of the mobile telephone number you provide. If your mobile number changes, you are responsible for notifying us promptly. Pittsburgh Center for Plastic Surgery & Pittsburgh Center for Rejuvenation is not liable for messages sent to a number that has been reassigned or transferred without our knowledge.

Message Frequency

Message frequency varies based on your care schedule, active treatment plans, and any marketing preferences you have selected. You may receive messages across the following categories:

- Appointment Reminders: Up to three (3) messages per scheduled appointment (an initial confirmation and a two (2) pre-visit reminders);
- Post-Procedure Follow-Up: Up to three (3) messages following a procedure, as clinically appropriate;
- Billing and Administrative: As needed in connection with your account and care;
- Marketing and Promotional: Up to four (4) messages per month; and
- Two-Way Communication: Responses to messages you initiate, on an as-needed basis.

Pittsburgh Center for Plastic Surgery & Pittsburgh Center for Rejuvenation reserves the right to modify message frequency at any time. We do not send unsolicited, bulk, or spam text messages. All messages are sent in connection with your patient relationship or your express opt-in consent.

Message and Data Rates

Pittsburgh Center for Plastic Surgery & Pittsburgh Center for Rejuvenation does not charge a fee for participation in its SMS messaging program. However, standard message and data rates may apply based on your mobile carrier's pricing plan. You are solely responsible for all fees and charges imposed by your wireless carrier in connection with the receipt or sending of SMS or MMS messages. All such charges are billed by and payable directly to your wireless carrier. Pittsburgh Center for Plastic Surgery & Pittsburgh Center for Rejuvenation is not responsible for and will not reimburse any charges incurred in connection with your receipt of SMS messages from us.

Privacy and Data Collection

Your participation in our SMS messaging program is subject to our Privacy Policy, available at

<https://www.pittsburghplasticsurgery.com/privacy-policy/>

While all communications stored on our internal systems are maintained securely, any outgoing SMS or email communication transmitted to your personal devices may no longer be protected by the Health Insurance Portability and Accountability Act of 1996 ("HIPAA") once it leaves our systems, based on your own privacy practices and device security. By consenting to SMS communications, you expressly acknowledge and accept the risks inherent in the electronic transmission of your health information, including without limitation:



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- Access by individuals in your environment who have access to your phone or other devices;
- Access by your employer, if you use a work-provided device or number;
- Interception by third parties on the Internet, including server administrators or others who monitor network traffic; and
- Access by systems governed by third-party providers such as Google, Apple, Microsoft, or your wireless carrier.

In connection with our SMS program, we may collect and retain your mobile telephone number, your wireless carrier's name, and the date, time, and content of messages sent and received, as well as opt-in and opt-out records. We use this information solely to provide and improve our SMS messaging program and to communicate with you about your care and our services. We do not sell, rent, or share your mobile number or SMS data with third parties for their own independent marketing purposes. Pittsburgh Center for Plastic Surgery & Pittsburgh Center for Rejuvenation will not disclose information obtained through our SMS program except as required by law, to comply with legal process or a governmental request, to protect our rights or property, or as otherwise permitted under our Privacy Policy and applicable law.

Opt-Out Instructions (SMS Only)

You may opt out of receiving SMS text messages from Pittsburgh Center for Plastic Surgery & Pittsburgh Center for Rejuvenation at any time by any of the following methods:

- Reply "STOP" to any text message you receive from us. Upon receipt of your STOP request, we will send you one (1) final confirmation message. No further SMS messages will be sent to your number unless you affirmatively re-enroll;
- Contact our office at (412) 802-6100 and request removal from our SMS list; or
- Email us at info@pghplasticsurgery.com with your name, mobile number, and an opt-out request.

Please allow up to five (5) business days for your opt-out to be fully processed. During this period, you may receive one (1) additional message.

To re-enroll in SMS messaging at any time, text "START" to our messaging number or contact our office directly. For help or support, reply "HELP" to any message or contact us at (412) 802-6100 or info@pghplasticsurgery.com.

Disclaimer of Warranties; Limitation of Liability

THE SMS MESSAGING SERVICE IS PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS WITHOUT WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED. PITTSBURGH CENTER FOR PLASTIC SURGERY & PITTSBURGH CENTER FOR REJUVENATION MAKES NO REPRESENTATIONS OR WARRANTIES REGARDING THE RELIABILITY, TIMELINESS, OR AVAILABILITY OF THE SMS MESSAGING SERVICE.

Pittsburgh Center for Plastic Surgery & Pittsburgh Center for Rejuvenation shall not be liable for any delays, failures, or errors in SMS delivery, including those caused by:

- Technical failures, network outages, or wireless carrier service interruptions;
- Errors by third-party messaging service providers;
- Interference caused by your mobile device, carrier, or geographic location; or
- Any unauthorized interception of SMS messages in transit.

TEXT MESSAGES ARE NOT MONITORED IN REAL TIME AND ARE NOT APPROPRIATE FOR URGENT OR EMERGENCY COMMUNICATIONS. IF YOU EXPERIENCE A MEDICAL EMERGENCY, CALL 911 IMMEDIATELY. IF YOU HAVE AN URGENT CLINICAL NEED, CONTACT OUR OFFICE BY TELEPHONE AT (412) 802-6100 OR GO TO THE NEAREST EMERGENCY ROOM.

Wireless carriers are not liable for delayed or undelivered messages. In no event shall Pittsburgh Center for Plastic Surgery & Pittsburgh Center for Rejuvenation, its physicians, staff, or agents be liable for any indirect, incidental, special, consequential, or punitive damages arising out of your participation in the SMS program.

Eligibility and User Representations

By opting in to our SMS messaging program, you represent and warrant that:

- You are at least eighteen (18) years of age;
- You are the owner or authorized user of the mobile telephone number provided;
- You have the legal authority to agree to these Terms and Conditions; and
- All information you provide to us in connection with your opt-in is accurate, complete, and current.

Modifications to This Agreement

Pittsburgh Center for Plastic Surgery & Pittsburgh Center for Rejuvenation reserves the right to modify these SMS Terms and Conditions at any time. Any modifications will be effective immediately upon notice to you via SMS or email. Your continued participation in our SMS program following any changes constitutes your acceptance of the revised terms. If you do not agree to the modified terms, you must opt out of SMS messaging.

If you have any questions about these SMS Terms and Conditions, please contact:

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