SMS Text Communication Consent & Disclosures

Effective Date: July 1st, 2026

SMS Messaging Privacy Policies

Butterfly Behavior respects your privacy and is committed to protecting the personal information you provide when interacting with our website, services, and SMS messaging program.

Butterfly Behavior utilizes Zanda Health's HIPAA-compliant and ISO-certified SMS messaging system to communicate with clients. This ensures your patient data is safely stored and fully compliant with healthcare privacy laws. **Consent to receive text messages is not a condition of purchase.**

Information We Collect

Butterfly Behavior may collect personal information that you voluntarily provide, including the following:

- Name
- Email address
- Mobile phone number
- Account information
- Communication preferences
- Information submitted through our website, forms, or customer support interactions

How We Use Your Information

Butterfly Behavior may use your information to:

- Deliver requested products and services
- Send account notifications, updates, and customer support communications
- Send SMS messages to users who have provided consent

- Improve our products, services, and customer experience
- Maintain security, prevent fraud, and comply with legal obligations

SMS Text Message Privacy Policy

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. All categories of information sharing described in this Privacy Policy exclude text messaging originator opt-in data and consent. This information will not be shared with any third parties.

Information Sharing

Butterfly Behavior may share personal information with service providers, vendors, or contractors that perform services on our behalf, such as technology providers, customer support platforms, and business operations partners. These parties are contractually obligated to protect your information and may only use it to provide services to us.

Data Retention

We retain personal information only for as long as necessary to provide services, comply with legal obligations, resolve disputes, and enforce

our agreements. The current Behavior Analyst Certification Board (BACB) Ethics Code for Behavior Analysts, effective January 1, 2022, states that Behavior analysts must retain records and data for at least seven (7) years and as otherwise required by law.

Your Rights

Depending on your state of residence and applicable law, you may have the right to request access to, correction of, or deletion of your personal information. To exercise these rights, please contact Butterfly Behavior. Requests are subject to identity verification and applicable legal, professional, and record-retention requirements.

SMS Terms & Conditions

Opting in

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By providing your mobile phone number and opting in to receive text messages from Butterfly Behavior, you consent to receive recurring SMS and MMS messages related to your interactions with our business. Message types may include account notifications, appointment reminders, order updates, customer support communications, promotional offers, and other relevant business information.

Message frequency may vary depending on your interactions with us. Message and data rates may apply. Charges are determined by your mobile carrier and your individual mobile plan.

By subscribing, you represent that you are the authorized user of the mobile number provided and agree to notify us if your mobile number changes.

We reserve the right to modify or discontinue our SMS messaging program at any time. Any changes to these Terms & Conditions will be posted on our website.

Please review our Privacy Policy at: https://www.butterflybehavior.net/policies

Opting Out

If you choose to decline SMS text message communication, your choice will be respected and correspondence will be provided exclusively via email.

You can opt out of receiving text messages at any time by replying STOP to any message. After opting out, you may receive a final confirmation message confirming your request. For assistance, reply HELP to any message or contact us.

Contact Us

If you have any questions regarding this Privacy Policy, please contact:

Butterfly Behavior
Email: hello@butterflybehavior.net
Phone: 530-341-2599
Website: Butterflybehavior.net
Privacy Policies: https://www.butterflybehavior.net/policies

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Consent

□ **Opt-In SMS Consent:** I agree to receive text messages from Butterfly Behavior and Inclusion Services regarding appointment scheduling, reminders, consultation-related communication, and administrative updates. Message frequency varies. Message and data rates may apply. Reply STOP to opt out or HELP for assistance. I understand that agreeing to receive text messages is optional and is not required to receive services or submit this intake form.

□ **Opt-Out:** I prefer to communicate via email only.

By signing this form I confirm that I have reviewed the SMS Text Communication Consent & Privacy Policies, including the SMS Terms & Conditions and Privacy Policy.

Signature: _____

Printed Name: _____

Date: _____

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