



Text Message (SMS) and Email Policy

Messaging Privacy Policy for Luna Hormone Health, PLLC

Last Updated: April 6, 2026

1. Introduction

Luna Hormone Health, PLLC ("we," "us," or "our") respects your privacy and is committed to protecting it. This Messaging Privacy Policy explains how we collect and use information when you opt-in to receive SMS or MMS communications from us (the "Messaging Service").

2. Information We Collect

When you opt-in to our Messaging Service, we collect:

- Your name
- Your mobile phone number
- Your email
- Message engagement data (e.g., clicks, open rates).
- Any information you provide in your responses (e.g., support requests).

3. How We Use Your Information

We use your phone number and message history solely for:

- Sending appointment reminders and update messages (appointment reminders).
- Providing customer support when you contact us

4. Sharing of Information

We do not sell, rent, or share your SMS opt-in data with third parties or affiliates for marketing or promotional purposes. No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties. We only share your data with trusted service providers who assist us in delivering our messaging and healthcare services.

5. Opt-Out Options

You can opt-out of our SMS messaging service at any time. Reply STOP to any text message from us. After you send "STOP," we will send a confirmation message, and you will no longer receive text messages from us unless you re-subscribe.

6. Support and Help

For help, reply HELP to any message or contact us at admin@lunahormonehealth.com.

7. Data Security and Retention

We implement appropriate security measures (including encryption) to protect your personal information. We retain your data only for as long as needed to provide the service or comply with legal obligations.

8. Changes to this Policy

We may update this policy. Significant changes will be posted on our website.