

Mental Health Care SMS Privacy Policy

Effective Date: 1/14/2026

1. Introduction

Bluebonnet Trails Community Services is committed to protecting your privacy and ensuring the confidentiality of your personal information. This SMS Privacy Policy explains how we collect, use, and protect your information when you opt in to receive text messages related to our mental health services.

2. Information We Collect

When you subscribe to our SMS services, we may collect:

- Your phone number
- Consent to receive SMS messages
- Any information you choose to share via text (e.g., appointment confirmations, reminders, or support requests)

We do **not** request sensitive health details via SMS. Please avoid sharing personal medical or mental health information through text messages.

3. How We Use Your Information

We use SMS messaging to:

- Send appointment reminders
- Provide mental health resources and support links
- Notify you of important updates or changes to our services
- Respond to general inquiries (excluding confidential medical discussions)

4. SMS Privacy & Security

- Bluebonnet Trails does **not** share patient and consumer data
- We do **not** share your phone number with third parties for marketing purposes.
- Standard SMS messages are **not encrypted**. If you require secure communication, please contact us through our secure portal or phone line.

5. Opting Out

You may opt out of SMS communications at any time by replying **STOP** to any message. You may also contact us at 512-244-8300 to be removed from our SMS list.

6. Emergency Disclaimer

Our SMS service is **not** monitored 24/7 and is **not** intended for crisis situations. If you are experiencing a mental health emergency, please call 911 or reach out to a crisis helpline such as:

- **988 Suicide & Crisis Lifeline:** Call or text **988**
- **Crisis Text Line:** Text **HELLO** to **741741**

7. Changes to This Policy

We may update this policy as needed. Any changes will be communicated via SMS or posted on our website at <https://bbtrails.org/SMS-TS/>