

Suggestion Clinic Privacy Policy inclusion for SMS:

In order to remain compliant with the Twilio requirements, Otto clinics should include the following information in their privacy policy, typically where the privacy policy explains the categories being used by the veterinary clinic:

No mobile opt-in data or numbers will be shared with third parties/affiliates for marketing/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.

Suggested Clinic Terms of Use for SMS:

Additionally, the following information should either be included in your existing Privacy Policy, Terms of Use, or could be part of a standalone Terms of Use specific to SMS.

{Clinic Legal Name} SMS Terms of Use

1. You will receive messages for upcoming appointments, scheduled services, and general customer care.
2. You can cancel the SMS service at any time. Just text "STOP" to the message. After you send the SMS message "STOP" to us, we will send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us. To resubscribe and opt back in to receive texts from this number, text "START".
3. If you are experiencing issues with the messaging program, you can reply with the keyword HELP for more assistance or how to unsubscribe.
4. Carriers are not liable for any delayed or undelivered messages.
5. As always, message and data rates may apply for any messages sent to you from us and to us from you. Message frequency varies, and if you have any questions about your text plan or data plan, it is best to contact your wireless provider.
6. If you have any questions regarding privacy, please read our privacy policy: *{link to privacy policy if this is added as a separate SMS terms of use}*

*****These are recommendations; Otto does not assume any responsibility or liability for the privacy policy or terms and conditions for the clinic. Clinics should review these with their internal team or legal counsel as appropriate.*****