



Lethbridge Pregnancy Care Centre (“we,” “us,” or “our”) respects your privacy and is committed to protecting your personal information. This Messaging Privacy Policy explains how we collect, use, and protect information related specifically to our SMS/text messaging communications. **Information We Collect:** When you opt in to receive text messages from Lethbridge Pregnancy Care Centre, we may collect:

- Your Name
- Mobile Phone Number
- Message content and interaction history
- Appointments or service related information you voluntarily provide

How we use this information: We use this information solely to:

- Communicate with you about services, appointments, resources, and support
- Respond to questions or requests you initiate
- Provide important updates related to your care or engagement with our organization

Data Sharing and Disclosure: We do not sell, rent, or share your personal information for marketing purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties. Your information will not be shared with any third parties. Your information is only accessible to authorized staff or service providers who assist us in delivering messages on our behalf and are required to protect your data.

Data Security: We take reasonable administrative and technical measures to protect your information from unauthorized access, disclosure, or misuse.

Your Choices: You may opt out of text messages at any time by replying STOP. For assistance, reply HELP or contact is using the information below.

Contact Us

If you have any questions about this Messaging Privacy Policy, contact:

Lethbridge Pregnancy Care Centre

- (403) 942-1819
- info@lethbridgepregcentre.com

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