



**Lakeview Services uses SMS (text messaging) as an operational communication tool to support service delivery and staffing coordination for individuals receiving Home and Community-Based Services (HCBS) under Minnesota 245D licensing requirements.**

Text messaging is used only for non-marketing, service-related communication.

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## **2. Types of SMS Messages Sent**

SMS messages may include:

- Scheduling and appointment reminders
- Service visit confirmations and updates
- Staff shift coordination and coverage needs
- Administrative and operational notifications
- Training and onboarding reminders for employees

We do not send promotional or marketing messages via SMS.

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## **3. Consent to Receive Messages**

By providing your mobile phone number, you consent to receive SMS messages from Lakeview Services related to services, scheduling, and operational communication.

Consent is obtained verbally, electronically, or through written intake documentation.

Message frequency may vary depending on service needs.

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## **4. Opt-Out Instructions**

You may opt out of SMS communications at any time by replying **STOP** to any message received. After opting out, you will no longer receive text messages unless you re-enroll.

For assistance, you may reply **HELP** or contact our office directly.

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## **5. Message and Data Rates**

Message and data rates may apply depending on your mobile carrier plan. Lakeview Services is not responsible for any charges incurred from SMS communication.

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## 6. Privacy and Data Protection

Lakeview Services is committed to protecting personal information in accordance with applicable privacy laws and Minnesota 245D requirements.

We do not transmit sensitive personal health information via SMS.

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## 7. Sharing of Information

Lakeview Services does not sell, rent, or share mobile phone numbers or SMS consent information with third parties or affiliates for marketing or promotional purposes.

**SMS consent is not shared with third parties or affiliates.**

We may use trusted communication service providers solely for the purpose of sending SMS messages on our behalf under strict confidentiality agreements.

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## 8. Accessibility of This Policy

This SMS Policy is:

- Available on our website
- Linked above the website footer
- Included near SMS consent language on all web forms where phone numbers are collected

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## 9. Contact Information

If you have questions regarding this SMS Policy, please contact:

**Lakeview Services**

Phone: 612-540-3672

Compliance Contact: Osman Osman