

ErinoakKids Mobile Terms of Use

(the “Terms of Use”)

Appointment Bookings and Reminders via Text Message

Purpose

This Terms of Use outlines the appropriate use of mobile communication, specifically SMS/text messaging, by ErinoakKids Centre for Treatment and Development (ErinoakKids) for the purpose of appointment bookings and reminders. It ensures compliance with Canada’s Anti-Spam Legislation (CASL) and protects the privacy and preferences of our clients and the family members or guardians of children or youth using ErinoakKids’ services (“family members or guardians”).

Scope

This Terms of Use applies to all ErinoakKids staff and systems involved in sending SMS or text messages to clients, family members or guardians for appointment-related purposes.

Terms of Use Statement

ErinoakKids may use SMS or text messaging to:

- Notify clients, or family members or guardians of upcoming appointments
- Send reminders for scheduled visits
- Notify clients, or family members or guardians of changes or clinician cancellations
- Notify clients, or family members or guardians of ErinoakKids’ site closures
- Provide clients or family members or guardians with links to relevant resources or portals (e.g., Family Handbook, ErinoakKids Connect Client Portal)

These messages are considered **transactional** and non-commercial, however are still subject to CASL regulations when sent to electronic addresses.

Note: Not all appointments and services at ErinoakKids are eligible to receive appointment notifications and reminders. Clients and family members or guardians can call our [Scheduling team](#) at ErinoakKids if they have any questions regarding the appointments included.

CASL Compliance Requirements

To comply with CASL, ErinoakKids abides by the criteria below:

1. Consent

- ✓ **Client Consent:** Upon registration, clients and family members or guardians receive a welcome letter. This welcome letter includes information about ErinoakKids’ policies regarding text messaging. Clients and family members or guardians are informed that by using ErinoakKids’ services they are agreeing to ErinoakKids’ policies on texting. The letter

directs clients and family members or guardians to review these Terms of Use for more information.

- ✓ The consent of clients and family members or guardians is documented by ErinoakKids and revocable at any time by clients or family members or guardians at any time.

Note: Client and family members or guardians can only get notifications sent to one phone number, identified as the *Primary Contact* on the electronic client record at ErinoakKids. The holder of the phone number identified as the *Primary Contact* must consent to receiving notifications via text from ErinoakKids.

2. Sender Identification

Each text message sent by ErinoakKids will clearly identify **ErinoakKids** as the sender. Most text messages will also include ErinoakKids' phone number and website information.

Example:

"Hi, it's ErinoakKids Centre for Treatment and Development. Johnny has a Physiotherapy appointment on Friday October 3rd 2025 at 1:00pm at our Mississauga site, 1230 Central Parkway West, Mississauga, ON L5C 0A5. To cancel, call 905-855-2690 or 1-877-374-6625 and press 3. Our Family Handbook, available at www.erinoakkids.ca, has all the information you need to prepare! Msg & data rates may apply."

3. Unsubscribe Mechanism

- ✓ **Opt-Out using STOP:** Any and all clients or family members or guardians of children using ErinoakKids' services can opt-out of text messaging at any time by texting **STOP** to the ErinoakKids short code number. The phone number that sent the "STOP" message will receive a final text message response (as below) and the unsubscribe request will be processed immediately. No further text messages will be sent by ErinoakKids to the unsubscribed phone number unless the holder of the phone number gives their consent to ErinoakKids.

"You texted the word STOP which opts you out of all messages from this number at ErinoakKids Centre for Treatment and Development. This includes appointment reminders. Reply START to opt in."

- ✓ **Opt-Out by calling ErinoakKids:** Clients and family members or guardians can call our [Scheduling team](#) at ErinoakKids to update their contact preferences and opt-out of text messages. If a person opts-out of text messages via phone call, then no further text messages will be sent by ErinoakKids to the unsubscribed phone number unless the holder of the phone number later gives their consent to ErinoakKids

Note: If a client or family member or guardian opts out of text messaging, they will instead receive notifications from ErinoakKids via automated phone calls. If a person does not want to receive any reminder notifications (by text or phone), they can contact ErinoakKids' [Scheduling team](#).

Appointment letters would still be sent to persons who opt-out of receiving notifications via text message and phone call.

4. Timing and Frequency

Automated appointment messages are typically sent by ErinoakKids between 8:00 AM and 9:00 PM EST, 7 days a week. The general cadence of the text reminders are as follows:

- Initial appointment booking
- 7-day reminder
- 2-day reminder (**this is not received if the client confirms the appointment in response to the 7-day reminder*)
- 1-day reminder

Note: Not all services at ErinoakKids leverage text messaging. Additional text messages may be sent or received by ErinoakKids based on other factors, including but not limited to the following:

- Notification of appointment cancellation due to clinician absence
- Notification of ErinoakKids' site closures or other emergency communications

ErinoakKids reserves the right to send text messages outside the time window indicated above.

5. Privacy and Data Protection

Your privacy and security are important to us. ErinoakKids collects mobile phone numbers to send appointment reminders and service updates. We do not use this information for marketing or share it with third parties. You may opt out at any time by replying **STOP**. Your information is protected under the Personal Health Information Protection Act (PHIPA) and handled in accordance with our privacy policy (<https://www.erinoakkids.ca/privacy>).

6. Text Message Data Rates

ErinoakKids offers appointment notifications and reminders by text message for your convenience. Standard message and data rates may apply based on your mobile carrier plan. You can opt out at any time by replying **STOP**.

Contact Information

For questions, concerns, or to update your communication preferences, please contact:

ErinoakKids Centre for Treatment and Development

 1230 Central Parkway West, Mississauga, ON L5C 0A5

 Phone: 905-855-2690 and press 3 | Toll-Free: 1-877-374-6625 and press 3

 Email:

Update your preferences: scheduling@erinoakkids.ca

Questions/Concerns: communications@erinoakkids.ca

 Website: <https://www.erinoakkids.ca/about-us/contact-us>

ErinoakKids Short Code

ErinoakKids uses two registered short codes [36625 and 36626] to send appointment reminders and important updates by text message. Short codes are secure, easy-to-recognize 5- or 6-digit numbers designed for high-volume, time-sensitive communications.

Review and Updates

This Terms of Use will be reviewed annually or as required to reflect changes in legislation or ErinoakKids' operational practices and business needs.