

Highlands Oncology Privacy Policy for Messaging Services

Effective Date: 8/1/2025

Highlands Oncology Group, P.A. ("Highlands Oncology," "we," "us," or "our") is committed to protecting your privacy. This Privacy Policy describes how we collect, use, and protect information when using our messaging services, including Rich Communication Services ("RCS") messaging, for healthcare communications.

1. Information We Collect We may collect the following information from you: - Name, phone number, and basic contact information - Message content that you send to or receive from us - Health-related information you voluntarily provide via messaging, subject to your consent

2. How We Use Your Information We use your information solely for: - Communicating with you about your care, appointments, treatment, or healthcare-related inquiries - Responding to your questions or requests - Complying with legal or regulatory obligations

We do not sell, rent, or share your information with third parties for marketing or other unrelated purposes.

3. Disclosure of Information We may disclose your information: - To our healthcare providers and staff involved in your care - As required by law, regulation, or legal process - If necessary to protect health and safety

4. Data Security We use reasonable administrative, technical, and physical safeguards to protect your information from unauthorized access, use, or disclosure.

5. Patient Consent and PHI Transmission of health-related information via RCS or SMS is subject to your consent. While we use reasonable security measures, messaging services may not be fully secure or encrypted. Please use caution when sharing sensitive information via text.

6. Data Retention We retain your information as required for healthcare operations, legal obligations, and regulatory compliance.

7. Your Rights You have the right to: - Access or request copies of your information - Request corrections to your information - Withdraw consent for future messaging at any time

To exercise your rights or for questions, please contact our office.

8. Changes to This Privacy Policy We may update this Privacy Policy periodically. We encourage you to review it regularly.