

Highlands Oncology Privacy Policy for Messaging Services

Effective Date: 9/1/2025

Highlands Oncology Group, P.A. (“Highlands Oncology,” “Highlands,” “we,” “us,” or “our”) is committed to protecting your privacy. This Privacy Policy describes how we collect, use, disclose, and protect information in connection with our messaging services, including SMS text messaging and Rich Communication Services (“RCS”).

Our messaging services may be used to communicate with patients, caregivers, healthcare professionals, referring providers, business contacts, and other individuals who have consented to receive messages from Highlands Oncology.

1. Information We Collect

In connection with our messaging services, we may collect:

- Name, mobile telephone number, and other basic contact information;
- Information regarding your relationship with Highlands Oncology, such as whether you are a patient, caregiver, healthcare professional, referring provider, or other business contact;
- Messaging preferences, consent records, and opt-in or opt-out status;
- Messages and other information you send to or receive from Highlands Oncology;
- Healthcare, referral, care coordination, or other information provided through messaging when applicable and permitted;
- Technical information relating to message delivery, including delivery status and messaging activity.

2. How We Use Information

We may use information collected through our messaging services to:

- Provide appointment reminders, confirmations, scheduling information, and other service-related notifications;
- Coordinate healthcare services and communicate information related to care;
- Provide referral acknowledgments, referral status updates, and other communications with referring physicians, healthcare professionals, and their staff;
- Provide administrative, billing, operational, account, or service-related notifications;

- Respond to questions, requests, or messages;
- Provide information requested by recipients concerning Highlands Oncology services;
- Maintain messaging preferences and process requests to opt in or opt out;
- Protect the security and integrity of our systems and services;
- Comply with applicable legal, regulatory, contractual, and healthcare requirements.

We do not sell or rent personal information collected through our messaging services for third-party marketing purposes.

3. Messaging Consent Information

Text messaging originator opt-in data and consent will not be shared with third parties for their own marketing or promotional purposes. This information may be shared only with aggregators, telecommunications carriers, and other service providers as necessary to provide and operate Highlands Oncology's messaging services.

Consent to receive text messages is not transferable, assignable, or sold to another party.

4. Disclosure of Information

We may disclose information associated with messaging:

- To Highlands Oncology personnel who require the information for healthcare, referral, operational, administrative, or other legitimate purposes;
- To healthcare providers and organizations involved in care coordination or referral activities when permitted by law;
- To vendors and service providers that assist Highlands Oncology in operating its messaging services, subject to applicable privacy and security requirements;
- As required or permitted by law, regulation, court order, or other legal process;
- When reasonably necessary to protect the health, safety, rights, or security of an individual or organization.

Messaging consent and opt-in information remains subject to the restrictions described in Section 3 above.

5. Healthcare Information and Messaging Security

Highlands Oncology uses messaging services in accordance with applicable privacy, security, healthcare, and platform requirements.

Not every messaging technology provides the same level of security. SMS and RCS communications may not be end-to-end encrypted, and certain messaging channels may not be appropriate or permitted for the transmission of Protected Health Information (“PHI”).

When a particular messaging channel is not approved or appropriate for PHI or other sensitive information, Highlands Oncology may limit the information contained in the message or direct the recipient to a secure communication method, such as an approved patient portal or another secure system.

Recipients should use discretion when sending sensitive information by text message.

6. Data Security

Highlands Oncology maintains reasonable administrative, technical, and physical safeguards designed to protect information against unauthorized access, use, alteration, or disclosure.

No electronic communication method can be guaranteed to be completely secure.

7. Data Retention

We retain messaging information in accordance with applicable healthcare operations, business needs, legal requirements, regulatory obligations, contractual requirements, and our records-retention practices.

8. Your Choices and Rights

Depending on the circumstances and applicable law, you may have the right to:

- Request access to or correction of information;
- Update your messaging preferences;
- Withdraw consent to future text messaging;
- Opt out of messaging by replying **STOP**.

Opting out of text messaging does not prevent Highlands Oncology from communicating with you through other methods when permitted or required by law.

9. Contact Us

For questions regarding this Privacy Policy or Highlands Oncology's messaging services, contact Highlands Oncology at **(479) 587-1700**.

10. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our messaging practices, technology, legal requirements, or regulatory requirements. The effective date above will indicate when the policy was most recently updated.