

Highlands Oncology Terms of Service for Messaging Services

Effective Date: 9-1-2026

These Terms of Service (“Terms”) govern participation in the **Highlands Oncology Messaging Services** provided by Highlands Oncology Group, P.A. (“Highlands Oncology,” “Highlands,” “we,” “us,” or “our”), including SMS text messaging and Rich Communication Services (“RCS”).

1. Program Description

Highlands Oncology Messaging Services provide healthcare-related, referral-related, administrative, operational, and service-related communications to individuals who have consented to receive such messages.

Recipients may include patients, caregivers, referring physicians and their staff, other healthcare professionals, business contacts, and other individuals with an appropriate relationship with Highlands Oncology.

Messages may include, as applicable:

- Appointment reminders, confirmations, and scheduling updates;
- Care coordination and healthcare service notifications;
- Referral acknowledgments, referral status updates, and referral coordination communications;
- Requests for or notifications concerning information needed to coordinate healthcare services;
- Administrative, operational, billing, or service-related notifications;
- Account or security notifications;
- Responses to recipient questions or requests; and
- Other non-promotional communications related to Highlands Oncology's healthcare services or its relationship with the recipient.

The particular messages you receive will depend upon your relationship with Highlands Oncology and the messaging services for which you have provided consent.

2. Consent

By affirmatively opting in to Highlands Oncology Messaging Services, you consent to receive SMS and/or RCS messages from Highlands Oncology at the mobile number you provided.

Consent to receive text messages is voluntary and is not a condition of receiving healthcare services from Highlands Oncology.

You represent that the mobile number you provide belongs to you or that you are authorized to provide consent for messaging at that number.

If you change or discontinue your mobile number, please update your contact information and messaging preferences with Highlands Oncology.

3. Message Frequency and Charges

Message frequency varies based upon your relationship and interactions with Highlands Oncology.

Message and data rates may apply. Your wireless carrier's messaging and data charges, if any, are your responsibility.

4. Opting Out

Reply STOP to cancel and unsubscribe from Highlands Oncology Messaging Services.

After an opt-out request is received, you may receive a confirmation message indicating that you have been unsubscribed. No further messages will be sent through that messaging program unless you subsequently provide consent to receive messages again or otherwise resubscribe as permitted.

Opting out of text messaging does not prevent Highlands Oncology from contacting you using other communication methods when appropriate, permitted, or required by law.

5. Help and Customer Care

For additional assistance with Highlands Oncology Messaging Services, call **(479) 587-1700**.

6. Privacy

Information collected and processed through Highlands Oncology Messaging Services is handled in accordance with the **Highlands Oncology Privacy Policy for Messaging Services**.

Messaging opt-in information and consent will not be sold or shared with third parties for their own marketing or promotional purposes.

7. Healthcare and Sensitive Information

Messaging services do not replace professional medical evaluation, diagnosis, or treatment.

For patient recipients, text messaging should not be used for medical emergencies. If you believe you are experiencing a medical emergency, call 911 or seek appropriate emergency medical assistance.

Highlands Oncology may restrict the type of information transmitted through a particular messaging channel when necessary to comply with applicable privacy, security, healthcare, contractual, or platform requirements. Sensitive information may instead be provided through an approved secure communication method.

8. Message Delivery and Availability

Delivery of messages depends upon wireless carriers, telecommunications networks, device compatibility, and other systems outside Highlands Oncology's control. Messages may be delayed, interrupted, or unavailable.

Carriers are not liable for any delayed or undelivered messages.

Highlands Oncology does not guarantee continuous or uninterrupted availability of SMS, RCS, or other messaging services.

9. Eligibility

You must be at least 18 years old or otherwise legally authorized to participate in the applicable messaging service.

Healthcare professionals, referring providers, employees of healthcare organizations, caregivers, representatives, or other recipients must have appropriate authority to provide the mobile number used for enrollment.

10. Acceptable Use

Recipients may not use Highlands Oncology Messaging Services for unlawful, fraudulent, abusive, or unauthorized purposes.

Messaging services may not be used to transmit information in violation of applicable law or to impersonate another individual or organization.

11. Governing Law

These Terms are governed by the laws of the State of Arkansas, except to the extent otherwise required by applicable federal law.

12. Changes to These Terms

Highlands Oncology may update these Terms periodically to reflect changes in its messaging practices, technology, legal requirements, or regulatory requirements.

The effective date above will indicate when these Terms were most recently updated.

For questions regarding these Terms or Highlands Oncology Messaging Services, call **(479) 587-1700**.