

# Lee-Russell Council of Governments (LRCOG)

## Text Messaging Privacy Policy

### Introduction

Lee-Russell Council of Governments (“LRCOG”) is committed to protecting your privacy. This Privacy Policy outlines our practices regarding the collection, use, and protection of personal information through our text messaging campaign.

### Information Collection

- **Types of Information Collected:** We collect personal information such as your name, phone number, and any other information you provide when you opt into our text messaging service.
- **Method of Collection:** Personal information is collected through paper opt-in forms provided by Case Managers, you sending a text message to your Case Manager to initiate a text conversation, or other interactions where you provide your consent to receive text messages from us.

### Use of Information

- **Purpose:** The information you provide will be used to send updates, complete scheduling tasks, and other communications via text messages as part of our campaign. You *will not* be added to any form of mass messaging system. You will only be contacted individually by your Case Manager on an as needed basis.
- **Data Sharing:** We do not share your personal information with third parties without your explicit consent, except as required by law.

### User Consent

- **Obtaining Consent:** Consent to receive text messages is obtained explicitly through an opt-in form, paper or electronic. You will be required to affirmatively agree to receive text messages by submitting your phone number in our opt-in form.
- **Revoking Consent:** You can opt out of receiving text messages at any time by notifying your Case Manager or other LRCOG staff that you no longer wish to receive text messages from our agency. Forms of opt-out notifications can include, but are not limited to, text messages, phone calls, a written or typed letter, or in-person notice of revocation.

### Data Security

- **Protection Measures:** We implement appropriate security measures to protect against unauthorized access to or unauthorized alteration, disclosure, or destruction of data.
- **Data Retention:** We retain personal information for as long as it is needed for the purposes stated in this Privacy Policy, or as required by law.

## HIPAA Compliance

- **Commitment to Protecting Health Information:** We are committed to protecting the privacy and security of health information in accordance with the Health Insurance Portability and Accountability Act (HIPAA). This includes all personal and medical information we collect as part of our text messaging campaign.
- **Use and Disclosure of PHI:** The personal health information collected through our text messaging service will only be used or disclosed as necessary to provide you with health-related services, or as required by law. Any sharing of PHI with third parties must be covered by a business associate agreement (BAA) to ensure the continued protection of your data outside our organization.
- **Safeguards:** We maintain physical, administrative, and technical safeguards to ensure the confidentiality, integrity, and security of your electronic protected health information (ePHI).
- **Patient Rights:** You have the right to access, amend, and manage the use of your health information. Instructions for these processes are provided by our agency upon request.
- **Breach Notification:** In the case of a breach affecting your protected health information, we will inform you and the relevant authorities as required by HIPAA and other applicable laws.

## Text Campaign Keywords

- **START or SUBSCRIBE:** Send at any time to your Case Manager to indicate that you wish to opt-in to receive text messages from your Case Manager.
- **STOP:** Send at any time within the text message conversation to indicate that you wish to opt-out and no longer receive text messages from your Case Manager.
- **HELP:** Send at any time within the text message conversation to indicate that you wish to receive information regarding text messages, including the Privacy Policy, how your information is used, and to request assistance with utilizing text messaging to best communicate with your Case Manager.

## Children's Privacy

- **Age Limitations:** Our text messaging campaign is not directed to individuals under the age of 13. We do not knowingly collect personal information from children under 13.

## Changes to the Privacy Policy

- **Updates and Modifications:** We reserve the right to update or modify this Privacy Policy at any time. Changes will be communicated through our website and/or via text message to subscribers.

## Contact Information

- **Questions and Concerns:** If you have any questions or concerns regarding this Privacy Policy or our text messaging campaign, please contact us at 334-749-5264.