

Privia Text Messaging Service Privacy Policy

Last update: October 2024

Overview

The Privia privacy statement recognizes the value of privacy of our patients and customers.

This privacy notice provides more specific information on how Privia's text messaging service collects and processes your personal information.

Scope

The notice applies to our processes for gathering and disseminating information related to the Privia SMS text messaging service ("we", "us", or "our") and is meant to provide you an overview of our processes when collecting and processing personal information.

How We Collect Information

We collect personal information in the following circumstances:

- *Direct Collection*, when you provide information by responding to text messages.
- *From Privia sources*, when we import your contact information from other Privia, or non-Privia, systems and sources, such as the electronic medical record or insurance/payer files.
- *Automated Processes*, when the SMS platform gathers information as you interact with the service.

What Type of Information We Collect

Direct Collection

We directly collect the following personal information:

- Opt-out preferences
- Content of your text message responses to us.

Collection from Privia Sources

We import personal information from Privia systems and sources. The information

includes:

- First and last name
- Phone number.

Automated Collection

We automatically collect the following personal information:

- Device status indicating whether a device is available for messaging
- Carrier (e.g. Verizon, AT&T, etc.)
- Country associated with the phone (we are not sending international text messages)
- Delivery status
- Error codes indicating why a message was not delivered (e.g. number associated with a landline, unreachable device, etc.)

How This Information Is Used

We use the personal information we collect to communicate with you regarding Privia operations and services, such as:

- **Updates**, to keep you informed of important dates or activities specific to your relationship with Privia, such as appointment reminders.
- **Promotional Activities**, to share services that may be of interest to you, offered by your treating providers.

With Whom This Information Is Shared

We do not sell or rent your personal information. We may, however, share your personal information in limited circumstances, in accordance with our HIPAA Notice of Privacy Practices, available here (insert link).

We require our service providers to keep your personal information secure, and do not allow them to use or share your personal information for any purpose other than providing services on our behalf. We never allow them to sell or rent your personal information.

We may also share your personal information when required by law.

What Choices You Can Make About Your Information

If you wish to unsubscribe from text messages for a campaign, you can reply with words, such as 'cancel', 'end', 'quit', 'unsubscribe', 'stop', or 'stop all' and you will no

longer receive messages. If you wish to re-subscribe, reply with words, such as 'start', 'yes', or 'unstop'.

Please note that unsubscribing from text messages from one campaign may not unsubscribe you from other campaigns. Unsubscribing will not remove your information from source Privia systems.

How Information Is Secured

Privia recognizes the importance of maintaining the security of the information it collects and maintains, and we endeavor to protect information from unauthorized access and damage. Privia strives to ensure reasonable security measures are in place, including physical, administrative, and technical safeguards to protect your personal information.

Privacy Notice Changes

This privacy notice may be updated from time to time. We will post the date our notice was last updated at the top of this privacy notice.

Who to Contact With Questions or Concerns

If you have any concerns or questions about how your personal data is used, please contact the Privia Privacy Office at privacy@priviahealth.com.