SMS PRIVACY POLICY & TERMS AND CONDITIONS

This document describes how Southwest Medical Imaging ("SMIL," "we," "us") uses text messaging to communicate with patients. It has two parts: the SMS Privacy Policy (Section 1) and the SMS Terms and Conditions (Section 2). It supplements our Notice of Privacy Practices, which describes how your protected health information (PHI) is used and protected.

SECTION 1: SMS PRIVACY POLICY

SMS Text Messaging Information

If you choose to opt in to our text messaging program, we may collect and use:

- Your mobile phone number
- Your consent to receive SMS text messages
- Message delivery and interaction information, including your replies
- Requests to opt out, such as STOP messages
- Requests for support, such as HELP messages

We use this information to provide service-related text messages, including appointment reminders, scheduling notifications, links to forms, notifications that results are available, and other communications related to your care or services.

We do not send marketing or promotional texts.

How We Protect and Share Your Information

Mobile information will not be shared with third parties or affiliates for marketing or promotional purposes.

Text messaging originator opt-in data and consent will not be shared with any third parties, **except service providers that process messages on our behalf**, such as our scheduling and messaging vendors and wireless carriers. These vendors are required to protect your information and, where they handle PHI, are bound by business associate agreements. Any PHI is used and disclosed only as described in our Notice of Privacy Practices.

Minimal information in texts. We keep message content to the minimum necessary. Forms and other personal items are provided through a secure link, not in the text itself.

Texting is not fully secure. Standard text messages are not encrypted and can be read if your phone is lost, shared, or accessed by others. By opting in, you accept this risk. Please tell us if your number changes.

Questions or Concerns

If you have questions or concerns, or believe your privacy rights have been violated, contact us:

HIPAA Compliance Hotline: (602) 521-6216
Southwest Medical Imaging
Attn: Compliance Dept.
9700 N. 91st Street, Suite C200
Scottsdale, AZ 85258

SECTION 2: SMS TERMS AND CONDITIONS

Patient Communication Consent

1. To help keep you informed about your appointment and care, SMIL may send you SMS text messages containing appointment scheduling, confirmations, updates, reminders, links to forms, and other service-related communications. We do not send marketing or promotional texts.
2. Consent to receive text messages is voluntary and is not a condition of receiving care from SMIL.
3. You can cancel the SMS service at any time by texting **STOP** to the number that sent you the message. After you send the SMS message "STOP" to us, we will send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us. If you want to join again, reply with **START** and we will start sending SMS messages to you again.
4. Carriers are not liable for delayed or undelivered messages.
5. As always, message and data rates may apply for any messages sent to you from us and to us from you. Message frequency may vary. If you have any questions about your text plan or data plan, it is best to contact your wireless provider.
6. You may ask us to contact you in a different way, such as by phone or mail and we will accommodate reasonable requests, as described in our Notice of Privacy Practices.
7. If you have any questions regarding privacy, please read our SMS Privacy Policy in Section 1 above, or review our Notice of Privacy Practices available at www.esmil.com.

Changes to This Document

We may change this document at any time and will post the current version on our website.