



**HIPAA
Policies and Procedures**

Policy Number: 2000.24	Policy Name: BJKPHC SMS_MMS
Status <input checked="" type="checkbox"/> New <input type="checkbox"/> Revised <input type="checkbox"/> Reviewed	Date: 10/2025
Submitted By: IT Department	

Purpose:

Betty Jean Kerr People’s Health Centers (“BJKPHC”) is committed to protecting the privacy and security of all individuals who interact with us via text messaging (SMS/MMS). This policy explains what information we collect, how we use it, how it is protected, and your rights regarding SMS communication.

Procedure:

1. Information We Collect:

When you opt-in to receive SMS messages from BJKPHC, we may collect the following information:

- Mobile phone number
- Name (if provided)
- Content of your message responses
- Message delivery and interaction data (e.g., timestamps, delivery status, read receipts)

2. How We Collect Information

We collect SMS-related information directly from you when:

- You provide your phone number via a web form, registration, or purchase form
- You interact with BJKPHC staff or customer support via SMS
- You opt in through consent at appointments, registration, or other service points

3. Use of SMS Information

Your SMS-related data may be used for the following purposes:

- To send transactional or account-related messages (e.g., appointment confirmations, reminders, updates)
- To provide important organizational or health-related notifications
- To send promotional or marketing messages, only with your prior consent
- To respond to your inquiries, requests, or support needs
- To analyze message delivery, engagement, and improve services

4. Sharing of Information

BJKPHC does **not** sell, rent, or share SMS opt-in data with third parties for marketing purposes.

Policy Number: 2000.24 BJKPHC SMS_MMS

We may share information only with trusted service providers who assist in delivering SMS services, including:

- SMS gateway providers
- Mobile phone carriers
- Customer support and communication platforms

These vendors are contractually required to safeguard your information and use it solely to support BJKPHC operations.

5. Your Choices & Rights

- You may **opt out** of SMS messages at any time by replying “**STOP**” to any message.
- Once you opt out, you will no longer receive SMS messages from BJKPHC unless you opt in again.
- To request access, correction, or deletion of your SMS-related data, please contact PolicyandProcedureCommittee@phcenters.com

6. Data Security & Retention

BJKPHC implements appropriate technical, administrative, and physical safeguards to protect your personal information.

- SMS data is retained only as long as necessary to fulfill the purposes outlined in this policy or as required by law.
- Access to SMS-related data is restricted to authorized personnel only.

7. Policy Updates

BJKPHC reserves the right to update this SMS Privacy Policy periodically. Material changes will be communicated via SMS or other appropriate channels. Continued use of our SMS service after notification constitutes acceptance of the revised policy.

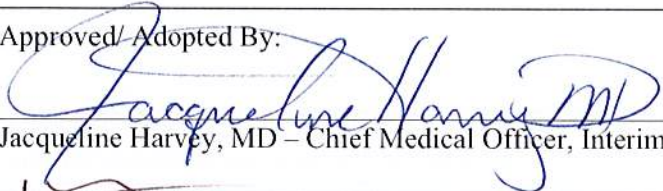
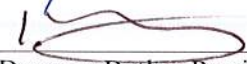
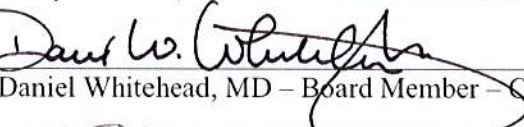
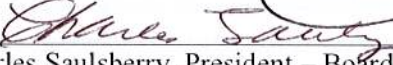
8. Contact Information

If you have any questions or concerns regarding this policy, please contact:

Betty Jean Kerr People’s Health Centers

Email: PolicyandProcedureCommittee@phcenters.com

Address: 5701 Delmar Blvd, St. Louis, MO 63112

Approved/Adopted By:	
	10/15/2020
Jacqueline Harvey, MD – Chief Medical Officer, Interim	Date
	10/15/21
Dwayne Butler, President – Chief Executive Officer	Date
	10/15/25
Daniel Whitehead, MD – Board Member – Clinical Standards	Date
	10-15-25
Charles Saulsberry, President – Board of Directors	Date