

## Eastern Idaho Public Health SMS/MMS Privacy Policy

Effective Date: March 14, 2025

At Eastern Idaho Public Health ("we," "our," or "us"), your privacy is a top priority. This Privacy Policy explains how we collect, use, store, and protect your personal information via SMS/MMS messaging. It also outlines your rights and choices regarding the information we collect. By using our services and opting to receive text messages, you agree to the practices outlined in this policy.

### 1. Information We Collect

We may collect personal information when you interact with us, use our services, or opt-in to receive communications from us. This information may include:

- **Personal Identification Information:** Name, email address, phone number, and other contact details.
- **Service-Related Information:** Information related to the services we provide, such as appointment details, interactions with our team, and updates regarding services you have requested.
- **SMS/MMS Communications:** When you opt-in to receive text messages, we may collect data regarding message delivery, response rates, and opt-out requests.

### 2. How We Use Your Information

We use the information we collect for several purposes, including:

- **To communicate with you:** We may send you updates, appointment reminders, confirmations, and follow-up messages.
- **To provide and improve our services:** Your information helps us improve our offerings and ensure you receive the best service possible.
- We will not use your information for any purpose other than those described in this policy without your consent.

### 3. SMS/MMS Communication

If you opt-in to receive SMS/MMS messages from us, we will use your phone number to send relevant updates and reminders about our services.

- **Opt-Out:** You can opt-out of receiving text messages at any time by replying "STOP" to any message you receive from us. If you need further assistance, simply reply "HELP."
- **Frequency of Messages:** The frequency of messages may vary depending on the type of service and your interaction with us. We aim to send only relevant, time-sensitive updates.
- **Message and Data Rates:** Please note that message and data rates may apply based on your mobile carrier's standard charges.
- **Sensitive Information:** We advise you not to send or share any sensitive information, such as Protected Health Information (PHI) or financial details, via SMS or MMS.

#### 4. Sharing of Your Information

We do not sell, rent, or trade your personal information to third parties. We may share your information in the following circumstances:

- **For legal reasons:** We may disclose your information if required by law, such as to comply with a subpoena, court order, or legal process.

#### 5. Data Security

We implement a range of security measures to protect your personal information, including physical, electronic, and procedural safeguards. However, no method of transmission over the internet or electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee absolute security.

#### 6. Your Data Rights and Choices

You have the following rights regarding your personal information:

- **Access and Correction:** You have the right to access and correct your personal information. If you believe the information we hold is incorrect or incomplete, you may request a correction.
- **Control Over SMS/MMS Messages:** If you no longer wish to receive SMS/MMS messages, you can reply "STOP" to any text message or contact us to request removal from our messaging list.

#### 7. Data Storage

- If necessary, any client information shared through text communication will be securely stored in client notes within our secured electronic records system.

#### 8. Changes to This Privacy Policy

We may update this Privacy Policy occasionally to reflect changes in our practices or legal requirements. When we make changes, we will update the "Effective Date" at the top of this policy. We encourage you to review this policy periodically to stay informed about how we are protecting your personal information.

#### 9. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

Eastern Idaho Public Health  
1250 Hollipark Dr. Idaho Falls, ID 83401  
208-522-0310  
[eiph.id.gov](http://eiph.id.gov)