Patient Text Messaging Privacy Policy

Effective Date: 10/27/2026

Overview

At Tyler Family Circle of Care, we respect your privacy and are committed to protecting the personal information you share with us. This policy explains how Tyler Family Circle of Care collects, uses, shares, and protects information associated with our text messaging program. It supplements, but does not replace, our HIPAA Notice of Privacy Practices, available at TylerCircleofCare.org.

Participation in the Patient Text Messaging Program is voluntary. Providing a mobile number alone does not enroll you in the program. FCC obtains consent through an affirmative opt-in process, and additional consent or authorization may be required for marketing messages.

Information We Collect

For the purpose of operating our messaging program, we may collect and store the following information:

- Name
- Phone number
- Content of messages you exchange with our organization
- Engagement data, including message responses, delivery status, failures, and date/time stamps
- Opt-in and opt-out records, including the date, time, and method of consent

How We Use Your Information

We use contact information and related data to communicate about your healthcare, FCC services, programs, and authorized promotional activities. Specifically, your information may be used to:

- Send appointment reminders and scheduling updates
- Deliver personalized outreach related to your care plan or overdue preventive care
- Respond to your inbound messages and route you to the appropriate next step
- Communicate service updates and relevant health information
- Send marketing or promotional communications about FCC services, programs, and events when permitted by applicable consent and privacy requirements.

Some messages are automated and may accept only certain responses; others may be reviewed by FCC staff. Text messages are not monitored continuously and should not be used for urgent concerns.

How We Share Your Information

FCC may use authorized technology platforms and service providers to deliver, manage, and support messages on its behalf, subject to applicable privacy, security, and contractual requirements. FCC does not sell or rent your personal information.

We process and protect your data in accordance with applicable laws.

FCC may also use or disclose information as permitted or required by law, including HIPAA.

FCC does not share mobile phone numbers or text messaging opt-in information with third parties or affiliates for their own marketing or promotional purposes. This does not prevent FCC from sending its own authorized marketing communications.

First-Time Enrollment and Opt-in Consent

When you register as a patient with Tyler Family Circle of Care (FCC) and provide a mobile phone number, you will be automatically enrolled to receive routine healthcare-related text messages, such as appointment reminders, scheduling updates, preventive care reminders, and other communications related to your healthcare, to the extent permitted by applicable law.

FCC may also offer marketing and promotional text messages about our services, programs, and events. These messages require a separate affirmative opt-in when required by applicable law. Providing your mobile phone number or registering as a patient does not, by itself, constitute consent to receive marketing or promotional text messages.

Opt-out Instructions

How to stop receiving messages:

You may request to stop receiving texts by replying STOP to a message or contacting FCC directly. FCC will process opt-out requests in accordance with applicable law and coordinate preferences across its messaging systems. A confirmation message may be sent where permitted.

Opt-out requests will be honored for the applicable categories of texts and across FCC messaging systems as required by law. Opting out does not affect your clinical care.

Opting Back In

To resume messages after opting out, contact FCC or follow valid opt-in instructions provided by the sending platform. Texting START may be supported for some message numbers but may not restore preferences across all FCC systems.

Data Protection

We use appropriate administrative, technical, and physical safeguards consistent with applicable laws. Standard SMS texting is not necessarily secure; messages may be viewed by anyone with access to your phone or mobile account. Avoid sending sensitive medical details by text. Information is retained as needed for program operations or as required by law.

Changes to This Policy

This policy may be updated periodically to reflect changes in our practices, technology, or legal requirements. When changes are made, the updated policy will be posted on our website with a revised effective date. We encourage you to review this policy regularly.