Docusign Envelope ID: 3889C8B6-5395-8C26-82F4-F9CD355D28D6

Roanoke Chowan Community Health Center

Policy/Procedure

RCCHC Roanoke Chowan Community Health Center	**TITLE** SMS/Text Messaging Privacy Policy and Terms of Use		**IDENTIFICATION NUMBER**
ORGANIZATION(S) ROANOKE CHOWAN COMMUNITY HEALTH CENTER	**LEVEL** X System ☐ Organization ☐ Division ☐ Department	**CATEGORY** ☐ Clinical ☐ Management X Regulatory ☐ Administrative	**BOARD APPROVAL DATE** 08/28/2026 **EFFECTIVE DATE** 08/28/2026
REVIEW CYCLE ☐ 1 year X 3 years **LAST REVIEW DATE:** 8/26/2026		**REPLACES TITLE:** **EFFECTIVE DATE(S):**	

POLICY STATEMENT

Roanoke Chowan Community Health Center (RCCHC) offers SMS/text messaging to support patient communications, appointment coordination, care management, account notifications, operational communications, and other approved communications. By providing your mobile number and opting into text messaging, you agree to receive text messages from RCCHC in accordance with this policy.

PROCEDURES

Types of Messages You May Receive

Appointment reminders; scheduling notifications; registration and intake reminders; care coordination communications; prescription or refill reminders; patient portal notifications; billing and account notifications; operational updates; one-time passcodes; public health communications; and other healthcare-related communications.

Consent to Receive Text Messages

Consent may be obtained through registration forms, intake forms, communication preference selections, patient portals, online forms, written authorization, verbal consent where permitted, text-message keyword enrollment, or other documented communication preference processes. Consent to receive text messages is not a condition of receiving healthcare services.

Message Frequency

Message frequency varies based on your relationship with the health center, appointments, care programs, account activity, communication preferences, and services utilized.

Message and Data Rates

Message and data rates may apply. Contact your wireless provider for information regarding your mobile messaging or data plan.

Docusign Envelope ID: 3889C8B6-5395-8C26-82F4-F9CD355D28D6

How to Opt Out
You may opt out at any time by replying STOP to any text message. You may also contact the health center using the contact information below to update your communication preferences. After opting out, you may receive a final confirmation message confirming your unsubscribe request.

How to Get Help
Reply HELP to any text message or contact 252-209-0237 for assistance.

Privacy and Use of Information
The health center may maintain your mobile number, consent records, communication preferences, message delivery information, support interactions, and related information necessary to operate, secure, document, support, and improve messaging services. Information may also be used to coordinate care, manage appointments, communicate account information, administer services, and comply with legal obligations.

Information Sharing
The health center does not sell, rent, or share mobile numbers or SMS consent information with third parties or affiliates for their own marketing or promotional purposes. Information may be shared with service providers, technology vendors, cloud messaging providers, and business associates that support messaging operations on behalf of the health center.

Security and Confidentiality
Text messages may not be encrypted and may be accessible to individuals who have access to your mobile device, mobile account, or telecommunications services. For sensitive information, the health center may direct you to the patient portal or another secure communication channel.

Patient Responsibilities
You are responsible for providing an accurate mobile number and notifying the health center if your number changes. If you share a device with others, they may have access to messages sent by the health center.

Emergency Communications
SMS/text messaging should not be used for emergencies. If you have a medical emergency, call 911 or seek immediate emergency medical care.

Optional Programs
If the health center offers optional messaging programs such as wellness campaigns, fundraising, classes and events, surveys, research participation, marketing communications, or other optional messaging programs, additional disclosures and separate consent may apply.

Carrier Disclaimer
Wireless carriers are not liable for delayed or undelivered messages.

Changes to This Policy
The health center may update this policy periodically. Updated versions will be posted on this website with a revised effective date.

Docusign Envelope ID: 3889C8B6-5395-8C26-82F4-F9CD355D28D6

APPROVAL

NAME AND CREDENTIALS	**Signature**	**Date**
Sheila Eley **TITLE** Board Chair	Signed by: 32B97226DE14459...	9/9/2026
NAME AND CREDENTIALS	**Signature**	**Date**
Mandy Hall **TITLE** Director of Compliance	DocuSigned by: C0B360C8EF55477...	9/14/2026
NAME AND CREDENTIALS **TITLE**	**Signature**	**Date**