



Notice of Privacy Information Practices – SMS Communications & 10DLC Compliance

This notice outlines how National Lutheran Communities & Services and its affiliate organizations, collect, use, and protect Personally Identifiable Information (PII) and Protected Health Information (PHI) in compliance with HIPAA and 10DLC regulations for SMS communications.

Interpretation and Implementation

Consent & Opt-In Requirements

- Individuals must opt in to receive SMS messages related to healthcare services.
- Consent is obtained through secure methods and stored in compliance with HIPAA.

Opt-Out Mechanism

- Users can unsubscribe at any time by replying "STOP" or using other designated opt-out methods.
- Once unsubscribed, no further messages will be sent unless the individual opts in again.

Data Collection & Usage

We collect phone numbers, message content, and timestamps for SMS communications.

This data is used only for employment and healthcare-related purposes and is never shared for marketing.

Security & Encryption

- All SMS communications containing PHI or PII are encrypted and stored securely.
- We implement access controls to prevent unauthorized access to sensitive data.

Compliance with Carrier & Regulatory Standards

- Our organization is registered with The Campaign Registry for 10DLC compliance.
- We adhere to carrier regulations to ensure message reliability and security.

Legal Disclosures & Liability Protections

- While we take all necessary precautions, message delivery reliability may vary due to carrier restrictions.
- Users acknowledge that SMS is not a replacement for emergency healthcare services.