



CORPORATE SMS PRIVACY POLICY

Hacienda HealthCare

All Affiliates: Hacienda, Inc.; Los Ninos Healthcare, Inc.

Perry Petrilli, CEO

Office: 602-243-4231

1402 E. South Mountain Avenue, Phoenix AZ 85042

Dave Mills, Corporate Compliance Officer

Office: 602-243-4231

1402 E. South Mountain Avenue, Phoenix AZ 85042

Hacienda Healthcare

Hacienda Healthcare Inc. (“Organization,” “we,” “us”) is a nonprofit healthcare organization. This policy explains how we collect, use, and share information when you opt in to text messages, and how to contact the message sender. Read it with the SMS Terms at <https://www.haciendainc.org/privacy-policy/haciendasms.pdf> , the Privacy Policy at <https://www.haciendainc.org/privacy-policy/haciendasmspp.pdf> .

1. Who sends the messages, and how to contact us

Message sender: Hacienda Healthcare Inc. 1401 E South Mountain Ave, Phoenix AZ 85042

Contact the sender: phone 602-423-2341, email sms@haciendainc.org, website: <https://www.haciendainc.org>

Privacy contact: compliance@haciendainc.org

2. Information we collect

- Mobile number and wireless carrier
- Name and the record your number is linked to, if you provide it
- Opt-in and opt-out records: date, method, and program
- Message content you send, delivery status, timestamps, and error codes

Do not text Social Security numbers, full insurance IDs, card numbers, or sensitive health details.

3. How consumer data will be used

- To send the messages you requested, such as appointment reminders, care-coordination notices, or program updates
- To confirm enrollment, answer HELP, and process STOP and other opt-outs
- To match your number to the record you asked us to text and to keep that number current
- To limit message content. A text may say an appointment exists or a result is ready. It will not include a diagnosis, test value, or medication name
- To troubleshoot delivery, prevent abuse, and document consent

We do not sell mobile numbers or SMS opt-in data. We do not share your number or consent with third parties for their own marketing. A care-reminder opt-in is not used for fundraising. Consent to texts is not a condition of care or assistance.

4. How we share information

- With the messaging vendor that sends texts for us, and only for that service. A business associate agreement is used if the vendor handles protected health information
- With your wireless carrier, to deliver the message
- With workforce members

5. Retention and security

Opt-in, opt-out, and message logs are kept for at least one year, or longer if required, then deleted or de-identified. Suppression lists are kept so an opted-out number is not texted again. Standard SMS is not encrypted.

Platform access is limited to trained users.

6. Your choices

- Text STOP to the phone number to cancel. STOPALL, UNSUBSCRIBE, CANCEL, END, and QUIT also work. One confirmation is sent, then program texts stop unless you opt in again.
- Text HELP, or use the phone and email above, to reach the sender.
- Ask us to correct or remove a mobile number. A suppression record may be kept.
- You may refuse texts and still get information by phone, mail, or digital communication services.

Privacy requests and complaints: compliance@haciendainc.org or 602-243-4231.

7. Children and updates

The program is not directed to children under 13. A parent or guardian may enroll a minor patient's number for non-clinical logistics. Updates are posted at this URL with a new effective date. You may opt out at any time by texting STOP.

Opt-in Message

Hacienda Healthcare: Thank you for contacting us. By sending a text or typing START in a message you have consented to send and receive texts from Hacienda Healthcare. Our SMS Terms and Conditions can be downloaded at:

<https://www.haciendainc.org/privacy-policy/haciendaSS.pdf> . Up to 12 msgs/month. Msg & data rates may apply. Reply HELP for help, STOP to cancel.

Opt-out Message

Hacienda Healthcare: You are unsubscribed and will receive no more messages from this number. Only this number is opted out from receiving messages. Type STOP on any other numbers you would like to unsubscribe from. For assistance, call 602-243-4231. Reply START to opt back in.

Help message

Hacienda Healthcare: For help, call 602-243-4231 or email compliance@haciendainc.org. Visit <https://www.haciendainc.org/privacy-policy> . Msg & data rates may apply. Reply STOP to cancel.