

The Brooklyn Hospital Center

Appointment Reminders Short Code Privacy Notice

Your privacy matters to The Brooklyn Hospital Center (“us”, “we,” or “our”). This privacy notice is specific to automated appointment reminders and other messages sent via text message (the “Appointment Reminder Service”), and informs you of how we collect, use and disclose your personal information when you use the Appointment Reminder Service.

Patients can select to receive automated appointment reminders via text when scheduling an appointment.

User Consent

Appointment reminders are considered part of treatment of an individual, and therefore, can be made without a written authorization, pursuant to the Health Information Portability and Accountability Act (HIPAA). For more information, please view our Notice of Privacy Practices at <https://www.tbh.org/about-us/notice-privacy-practice>. By providing us with your phone number, you are granting us express consent to send you text message appointment reminders to the phone number that you gave us and to any subsequent number(s) you provide and you agree and consent to the terms and conditions of this privacy notice.

Collection and Use of Information

Personal Information

We collect information from you when you schedule an appointment. The information we collect includes information about you that is personally identifiable (“Personal Information”):

- Name
- Mobile phone number
- Home phone number
- Date of Birth
- Preferred language

Use of Information

The Personal Information will be used to send appointment reminders or other messages via text message to the mobile number on file. Patients give permission to receive the appointment reminders to the mobile number on file or any subsequent mobile number provided. The appointment reminder will include:

- the name of the provider,
- the time of the appointment,
- the name of the facility,
- instructions to confirm, cancel, or reschedule the appointment, and
- an invitation for feedback.

The appointment reminder will **not** include the patient’s name.

Disclosure of Information

We may be required by applicable law or court order or subpoena to share Personal Information with law enforcement or in a court proceeding. We may share Personal Information when we believe that such disclosure is reasonably necessary to enforce our terms and conditions; to protect our operations or those of any of our affiliates; to protect the property, rights, or safety of others and ourselves; or to allow us to pursue available remedies or limit the damages that we may sustain. We may also transfer Personal Information to a successor organization.

We may provide your Personal Information to third-party service providers who work with us. We require our third-party service providers to promise not to use such information except as necessary to provide the relevant services to us. We are not responsible for the manner in which third parties or mobile carriers use, access or further disclose Personal Information collected from you.

Third Party Sites and Advertising

Appointment reminders may contain links to other websites. Please be aware that we are not responsible for the privacy practices or the content of such other websites. We encourage our users to read the privacy statements of all websites they visit. This privacy notice applies solely to information collected by us and does not apply to these third-party websites.

How to Opt-out

If you do not want us to use or disclose Personal Information collected about you as identified in this privacy notice, you may opt out of automated Appointment Reminder service as follows:

- By texting "STOP" to 99878
- Asking a front desk staff member in person at your next visit
- Calling 718-250-7990
- Emailing appointments@tbh.org

Security

We are committed to protecting the security of your Personal Information. We use a variety of industry-standard security technologies and procedures to help protect your Personal Information from unauthorized access, use, or disclosure. Even though we have taken significant steps to protect your Personal Information, no organization, including ours, can fully eliminate security risks associated with Personal Information.

Regarding Children

Appointment reminders are sent to the mobile number on file. The same applies for children who are at least 13 (thirteen) years of age. If a child who is at least 13 years of age wishes to have information sent to a confidential phone number, that request must be made at the time the appointment is scheduled.

Contact and Revisions

If you have questions or concerns about our Appointment Reminders privacy notice, please contact us at datacenter@tbh.org.

This privacy notice is subject to amendment from time to time, and if we make any substantial changes in the way we use your Personal Information, we will post an alert on this page. If you object to any such changes, you must opt out of Appointment Reminders. Continued use of Appointment Reminders following notice of any such changes shall indicate your acknowledgement of such changes and agreement to be bound by the terms and conditions of such changes.