

SMS PRIVACY POLICY

1. Introduction

At UMass Boston University Health Services, we are committed to protecting your privacy. This SMS Privacy Policy explains how we collect and use your mobile information. This policy is an addendum to our standard Notice of Privacy Practices and FERPA/HIPAA disclosures.

2. Mobile Information Collection and Use

We collect your mobile phone number only when you voluntarily provide it to us (e.g., via intake forms or student portals). We use this information strictly for the following purposes:

- Appointment reminders and scheduling updates.
- Health-related alerts and notifications.

3. 3rd Party Sharing Disclosure

No Third-Party Sharing: Mobile information will not be shared with third parties or affiliates for marketing or promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

4. Opt-In and Opt-Out Instructions

Opt-In: By providing your mobile number, you authorize UMass Boston University Health Services to send text messages to your mobile device. Consent is not a condition of treatment.

Opt-Out: You can cancel the SMS service at any time. Just text "STOP". After you send the SMS message "STOP" to us, we will send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us.

Help: If you are experiencing issues with the messaging program, you can reply with the keyword "HELP" for more assistance, or you can get help directly at uhs@umb.edu or 617-287-5660.

5. Message Frequency and Rates

Message frequency varies based on your appointment schedule and health needs. Message and data rates may apply. Carriers are not liable for delayed or undelivered messages.