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HEMATOLOGY & ONCOLOGY
ASSOCIATES OF ALABAMA, LLC

Standard Messaging Privacy Policy

Your Privacy Matters

Our Practice is committed to protecting your privacy. This Privacy Policy explains how we collect, use, share, and safeguard your information when you use our mobile applications and messaging services.

Scope of This Privacy Policy

This Privacy Policy does not cover Protected Health Information (PHI) governed by the Health Insurance Portability and Accountability Act of 1996 (HIPAA). Our handling of PHI is outlined in our Notice of Privacy Practices, available at each office location and online.

No Medical Advice

The information in this document is for informational purposes only and does not constitute medical or healthcare advice. For any health concerns, always consult a qualified healthcare provider.

Collection of Personal Information

When you interact with our messaging service, we may collect personal information that you voluntarily provide, including:

- Name
- Email address
- Telephone number (landline and mobile)
- Zip code
- Any additional details you choose to submit

Providing this information is voluntary, but not providing enough may limit your access to certain features.

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Use and Sharing of Your Information

We will use your personal information for the following purposes:

· To respond to your inquiries and provide the services you request.

· To inform you about new services, locations, changes in hours, providers, and promotional activities (discounts, limited time offers, etc.).

Marketing Messages

Marketing messages will be sent no more than once weekly. You can opt out of these messages at any time.

Legal Compliance

We may share your information with legally authorized Covered Entities and Business Associates as defined by HIPAA and applicable laws.

Third-Party Sharing

We do not share your contact information with third parties for marketing or analytics purposes.

Opting Out of Communications

SMS Messages: By providing your mobile number, you consent to receive SMS messages related to services, including appointment reminders and promotions. To opt out, reply "STOP" to any SMS or contact our office. Changes may take 2-5 business days to process.

Email Messages: By providing your email address, you consent to receive emails related to our services. To opt out, use the "unsubscribe" link in our emails or contact our office. Changes may take 2-5 business days to process.

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Voice Calls: By providing your phone number, you consent to receive automated or human-initiated voice calls for service-related updates. To opt out, contact our office directly. Changes may take 2-5 business days to process.

Automatically Collected Information

We may collect certain information automatically when you visit our website, including:

- IP address
- Browser type
- Access time and date
- Pages visited

We use cookies to enhance your experience. You can disable cookies through your browser settings, but this may limit some functionality on our site.

For more information on managing cookies, visit USA.gov opt-out instructions.

Use of Personal Information

We use your information to:

- Communicate with you about your requests and our services.
- Personalize your experience on our website.
- Maintain the security of our website and services.

We do not sell or rent your information to third parties.

Disclosure of User Information

We may disclose your information to:

- Law enforcement or regulatory bodies as required by law.
- Third parties involved in corporate transactions (e.g., mergers or acquisitions).

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Information Security

We implement reasonable security measures to protect your personal information against unauthorized access and breaches. However, please be aware that no transmission over the internet is completely secure, and you provide information at your own risk.

Data Retention

We retain your information for at least seven years in compliance with legal obligations. After this period, data will be securely deleted following industry best practices.

Links to Other Websites

Our website may contain links to third-party sites. Please review their privacy policies, as our Privacy Policy does not apply to those sites.

Contact Us

For questions or concerns about this Privacy Policy, please contact us via email or phone at (205) 271-8541. Please be cautious when sending personal information via email.

Regular Review

We review and update this Privacy Policy regularly to ensure compliance with evolving laws and best practices.