

# SMS Privacy Policy & Terms of Use

Island Health

Island Health is committed to protecting your privacy and communicating with you in a transparent, respectful manner. This SMS Privacy Policy and Terms of Use applies to text (SMS/RCS) messages sent by Island Health to patients and authorized representatives.

## SMS Privacy Policy

### Collection and Use of Mobile Phone Numbers

Island Health collects mobile phone numbers to communicate with patients via SMS and/or RCS text messages for purposes such as appointment reminders, billing notifications, and care coordination.

Any mobile number you provide is for the exclusive use of Island Health and its vendors that are directly involved in delivering those messages (such as messaging platform vendors and telecom providers). Island Health will not sell or share your mobile number with third parties or affiliates for marketing or promotional purposes. We will not use your mobile number for unrelated marketing without your express written consent.

### Security

Island Health takes reasonable precautions to safeguard your personal information. Text messages sent via SMS and RCS channels are not fully secure and may not be HIPAA-compliant; however, we restrict the content of these messages to non-sensitive notifications. Any messages containing detailed Protected Health Information (PHI) will be sent through a separate, secure messaging channel.

### Correcting or Updating Your Mobile Number

If you would like to update the mobile phone number associated with your Island Health account, please call 360-299-3101.

## SMS Terms of Use

### Program Description

Island Health uses text messaging to communicate with patients for purposes such as appointment reminders, billing notifications, and care coordination. You are not required to opt in as a condition of receiving care. Participation is voluntary. However, opting out may prevent us from sending you timely updates regarding your care.

### **Message Frequency**

Message frequency may vary.

### **Message and Data Rates**

Message and data rates may apply.

### **Carrier Liability**

Carriers are not liable for delayed or undelivered messages.

### **How to Opt Out**

You may opt out of receiving text messages at any time by replying “STOP.” You will receive a final confirmation text to verify that you have opted out. No further messages will be sent. If you would like to rejoin, you can authorize us to restart by texting “START.”

### **How to Get Help**

For help, reply “HELP” or contact us at 360.299.1300 or [website@islandhealth.org](mailto:website@islandhealth.org).

### **Consent**

By providing your mobile phone number and confirming enrollment in Island Health’s text messaging program, you consent to receive text messages as described above. Consent is not required as a condition of receiving care or services.

Consent data will not be shared with any third parties for marketing or promotional purposes.

### **Relationship to Website Privacy Policy**

This SMS Privacy Policy and Terms of Use supplements the Island Health Website Privacy Policy. For questions about how Island Health handles website data, cookies, and general online privacy, please refer to the Website Privacy Policy.

### **Modifications**

Island Health may modify this SMS Privacy Policy and Terms of Use at its discretion. Any changes will be posted to this page along with an updated effective date.

## Questions

Questions or comments about this policy should be directed to [website@islandhealth.org](mailto:website@islandhealth.org).

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*Date Last Revised: June 23, 2026*

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