



## **NY State of Health SMS/MMS Text Messaging Privacy Policy**

*Effective Date: April 8, 2022*

By consenting (“opting in”) to have NY State of Health send Short Message Service (“SMS” or text) or Multimedia Messaging Service (“MMS”) notifications sent directly to your mobile phone (the “Service”), whether by enrolling through our website or by text message, you provide us with information, which we receive and store as further described below.

### **Information We Collect**

Information we collect from you in connection with the Service may include your cell phone number, your phone carrier’s name, and the date, time, and content of your text messages, including any information you choose to supply via text message. We may use this information in accordance with our Privacy Policy to contact you and to provide the services you request from us. You should not submit any personal information via text message.

### **How We Use the Information We Collect**

The information collected through the Service is used to operate the texting Service, such as by tracking your opt-in or opt-out selection, or for sending future messages, subject to this Privacy Policy and applicable law.

### **Information We Share**

We do not provide your personally identifiable information to third parties without your consent, except as disclosed in this Privacy Policy.

We may disclose any information, including personally identifiable information, we deem necessary, in our sole discretion, to comply with any applicable law, regulation, or legal process or governmental request, including to respond to subpoenas or warrants served on us, or in connection with detection, prevention or investigation of fraud.

We may share some of your personally identifiable information with our contractors who perform services on our behalf based on our instructions, such as the contractor operating our call center. We do not authorize these contractors to use or disclose the information except as stated in this Privacy Policy.

### **Changes to This Privacy Policy**

We may revise this Privacy Policy periodically and without prior notice to you. The effective date of the current Privacy Policy will be posted at the top of the policy. As we may make changes at any time, we suggest that you occasionally consult this Privacy Policy. Please note that our rights to use your personally identifiable information will be based on the Privacy Policy in effect at the time the information is used. If you object to any of the updated terms of this Policy, you must discontinue your use of the Service through the process described in the Terms of Service. By continuing to use the Service after you have been notified of changes to this Privacy Policy, you agree to be bound by the revised Privacy Policy.