

BAPTIST HEALTH COLLEGE LITTLE ROCK

STUDENT SERVICES

SMS PRIVACY POLICY

Policy Number:	Effective Date: May 2024
Authorized by: Joel Hicks, EdD, RT(R)	Edited Date: May 2024

PURPOSE: To communicate more specific information on how the Baptist Health College Little Rock (BHCLR) text messaging service collects and processes applicant/student's personal information.

POLICY: This policy is for non-emergency messaging that includes notifications and information from the authorized offices of Admissions, Financial Aid, Marketing, Registrar, Business Office/Student Accounts, and Office of the President. An applicant/student's personal information is gathered and disseminated as follows:

PROCESS:

1. How We Collect Information
 - a. Direct Collection - When you provide information by responding to text messages.
 - b. From BHCLR sources - When we import your contact information from other BHCLR systems and sources, such as physical contact cards, website forms, and the J1 application portal.
 - c. Automated Processes - When the Twilio platform gathers information as you interact with the service.
2. What Type of Information We Collect
 - a. Direct Collection
 - i. Opt-out preferences
 - ii. Content of your text message responses to us
 - b. Collection from BHCLR sources
 - i. First and last name
 - ii. Phone number
 - c. Automated Collection
 - i. Device status indicating whether a device is available for messaging
 - ii. Carrier (e.g. Verizon, AT&T, etc.)
 - iii. Country associated with the phone (we are not sending international text messages)
 - iv. Delivery status
 - v. Error codes indicating why a message was not delivered (e.g. number associated with a landline, unreachable device, etc.)
3. How This Information Is Used
 - a. Updates - To keep you informed of important dates or activities specific to your relationship with BHCLR
 - b. Promotional Activities - To share opportunities that may be of interest to you, incentives, discounts, and offerings through a variety of BHCLR services
4. With Whom This Information Is Shared
 - a. We do not sell or rent your personal information. We may, however, share your personal information in limited circumstances, such as with college partners or external service providers that support business activities. Specifically, we share your information with Twilio, which provides the communications platform BHCLR uses for text messaging services.

- b. We require our service providers to keep your personal information secure, and do not allow them to use or share your personal information for any purpose other than providing services on our behalf.
 - c. We may also share your personal information when required by law, or when we believe sharing will help to protect the safety, property, or rights of the college, members of the college community, and college guests. BHCLR complies with all applicable state and federal privacy statutes, including the Higher Education Opportunity Act (HEOA), Family Educational Rights and Privacy Act (FERPA), and the Health Insurance Portability and Accountability Act (HIPAA).
- 5. What Choices You Can Make About Your Information
 - a. If you wish to unsubscribe from text messages, you can reply with words, such as ‘cancel’, ‘end’, ‘quit’, ‘unsubscribe’, ‘stop’, or ‘stop all’ and you will no longer receive messages. If you wish to re-subscribe, reply with words, such as ‘start’, ‘yes’, or ‘unstop’.
 - b. Unsubscribing will not remove your information from source BHCLR systems.
 - c. The accuracy of your contact information in J1 is critical for the delivery of text messages. If you wish to update your contact information, please contact the Registrar’s office at 501.202.7487 or enrollment@bhclr.edu.
- 6. How Information Is Secured
 - a. BHCLR recognizes the importance of maintaining the security of the information it collects and maintains, and we endeavor to protect information from unauthorized access and damage. BHCLR strives to ensure reasonable security measures are in place, including physical, administrative, and technical safeguards to protect your personal information.
- 7. Privacy Notice Changes
 - a. This privacy notice may be updated from time to time. We will post the date our notice was last updated at the top of this privacy notice.
- 8. Who to Contact With Questions or Concerns
 - a. If you have any concerns or questions about how your personal data is used, please contact the Registrar’s Office at registrar@bhclr.edu or 11900 Colonel Glenn Road, Little Rock, AR 72210.