

## Conversational, P2P SMS Policy

Your Amazing Journey, LLC

Revised 03-24-2024

Potential and current recipients of Your Amazing Journey, LLC's services have the option to communicate by SMS messaging, however no Personally Identifiable Information (PII) is permitted.

Your Amazing Journey, LLC's telecommunications provider is RingCentral. The business's main phone number is (716) 462-6296 and the direct extension number is (716) 462-6001. Both numbers can send and receive SMS. However, please only use the main number for SMS.

New laws and regulations require businesses using SMS to register with the TCR (The Campaign Registry). Businesses must also state how they use SMS by registering a Campaign for each usage type.

There are two primary types of SMS messaging: Conversational and Automated. And there are specifications for each type.

- **Conversational messages**
  - High volume: frequent text messages to customers (i.e., daily, or weekly).
  - Low volume: a few text messages to customers (i.e., monthly).
- **Automated messages**
  - Dedicated campaign: use of SMS for a single purpose.
  - Mixed campaign: use of SMS for multiple use cases.

There are two primary types of SMS. They are P2P and A2P.

- With **P2P** (or **Person-to-Person**) SMS, a person sends a message to another person who reads it. Your Amazing Journey, LLC uses its RingCentral numbers shown above strictly for P2P SMS.
- With **A2P** (or **Application-to-Person**) SMS, a user sets an application to automatically send SMS messages to a person who reads them. Your Amazing Journey, LLC does not use its RingCentral numbers shown above for automated, A2P SMS. In other words, the numbers are not used for automated appointment reminders or for automated marketing messages.

Your Amazing Journey, LLC has registered one single use campaign for both RingCentral numbers, for low volume, conversational, P2P messaging.

Potential and current recipients of Your Amazing Journey, LLC's services are asked to **opt into** or **opt out of** SMS messaging by doing the following:

1. Read this notice.
2. Choose to opt in or opt out.
3. Sign, date, and return this document to Your Amazing Journey, LLC by fax, postal mail, or upload it by one of the HIPAA-compliant filesharing options (to learn about these options please contact Your Amazing Journey, LLC).
4. Please DO NOT send the completed, signed form by standard email or text messaging!!!

***PLEASE NOTE If you choose to opt out, Your Amazing Journey, LLC will not communicate with you by text messaging. Opting out is not recommended as text messaging is helpful way to communicate.***

***Please note this policy is not subject to appointment reminder text messages sent from Acuity Scheduling. This policy only pertains to Your Amazing Journey, LLC's RingCentral phone numbers.***

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### **Q: What if I opt out now and later I want to opt in? (You must complete the following steps, in order.)**

1. To opt into SMS again, contact Your Amazing Journey, LLC to request, complete, and submit a new consent form.
2. Text START to (716) 462-6296.

Texting START is primarily for A2P; however, I ask that you to complete this step regardless.

### **Q: What if I opt in now and later I want to opt out? (You must complete the following steps, in order.)**

1. To opt out of SMS, contact Your Amazing Journey, LLC to request, complete, and submit a new consent form.
2. Text STOP to (716) 462-6296.

Texting STOP is primarily for A2P; however, I ask that you to complete this step regardless.

SMS messages to and from (716) 462-6296 (the main number) or direct extension (716) 462-6001 are for low volume, P2P, conversational purposes only. The primary means of communication are telephone voice calls, video calls, email, fax, and postal mail. However, please do use text messaging! Your Amazing Journey, LLC has a 1,000 message/month message quota, and this is currently sufficient.

**\*\*\* If you have opted into SMS, you may also text HELP. I will respond by text and will also follow up with a telephone call to you if necessary. \*\*\***

#### Restrictions:

Please refrain from frequent opt-ins or opt-outs. In general, it is appreciated that you complete this process once and stick with your choice. However, you have the right and the means to change your choice as stated.

Please use SMS very carefully.

- (1) Your Amazing Journey, LLC will never send your Personally Identifiable Information (PII) by SMS.
- (2) Recipients of Your Amazing Journey, LLC's services must not send PII by SMS. Please send PII by fax, postal mail, a voice telephone call, or one of the HIPAA-compliant filing sharing options (contact Your Amazing Journey, LLC to learn about these).
- (3) Text messaging is not appropriate for scheduling and cancellations. Please see Communication Policy.
- (4) Your Amazing Journey, LLC will not be held responsible for any exposure of PII that may occur during the transmission process when recipients of Your Amazing Journey, LLC's services intentionally or unintentionally send PII by SMS.
- (5) However, please know that any information you send to Your Amazing Journey, LLC by any means **that Your Amazing Journey, LLC receives** is treated with the highest care and confidentiality. You can help protect your information by sending PII only by the appropriate methods: telephone voice call, postal mail, or fax, or HIPA-compliant upload.

#### What is Personally Identifiable Information?

Personally Identifiable Information (PII) is any information that can be used alone or with additional data to identify an individual. Why is protecting PII so important? Cybercriminals can breach data systems to steal PII, assume a person's identity, or sell the information. Protecting PII is both the responsibility of service providers and their recipients. Read this helpful [article https://www.investopedia.com/terms/p/personally-identifiableinformation-pii.asp](https://www.investopedia.com/terms/p/personally-identifiableinformation-pii.asp).

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There are two categories of PII: sensitive and non-sensitive. Examples include but are not limited to the following:

<b>Sensitive PII</b>	<b>Non-sensitive PII</b>
<ul style="list-style-type: none"><li>• Your full name</li><li>• Social Security number</li><li>• Driver's license</li><li>• Passports</li><li>• Financial information</li><li>• Medical records</li></ul>	<ul style="list-style-type: none"><li>• Zip code</li><li>• Race</li><li>• Gender</li><li>• Date of birth</li><li>• Place of birth</li><li>• Religion</li><li>• Information on social media sites</li></ul>

**Acknowledgement and Consent on next page!**

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Acknowledgement

I have read, and I understand the policy. I understand that SMS using Your Amazing Journey, LLC's RingCentral numbers are for P2P (person-to-person), conversational use only. I know how to opt in and out. I agree to NOT send any PII by SMS.

Initial Consent

**OPT IN:** I have read this document, and I want to opt into SMS with Your Amazing Journey, LLC's

**OPT OUT:** I have read this document and I want to opt out of SMS with Your Amazing Journey, LLC's RingCentral numbers.

Participant's Full Name

Signature

Start Date

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Consent Change / Update

You may update your consent at any time by contacting Your Amazing Journey, LLC to obtain and complete a new form.

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Return this form to Your Amazing Journey, LLC by the following methods only.

**Fax**

(716) 463-2843

**HIPAA-compliant Filesharing**

Contact Your Amazing Journey, LLC

**Postal mail**

Your Amazing Journey, LLC

300 International Drive, Suite 100

Buffalo, NY 14221-5783

It is not necessary to return the entire document, but only this last Acknowledgment page.