

# RxTxt Website Privacy Statement

## Introduction

RxTxt provides a website:

- “rxtxt.com” (the Website)

The Website is referred to in this Privacy Statement as the “Site.”

The Site allows our users to send text message reminders to their clients and patients, as well as send pertinent information, by scheduling the sending and receipt of such messages.

This Privacy Statement applies to the Site, which is owned and operated by RxTxt, Inc. (“RxTxt”). This Privacy Statement describes how RxTxt collects and uses the personal information you provide on, and other information that is collected from your use of the Site. It also describes the choices available to you regarding our use of your personal information and how you can access and update this information.

Personal information means information that is individually identifiable. Information that has been de-identified by RxTxt or others is no longer personal information and is not covered by the terms of this Privacy Statement.

RxTxt is committed to protecting the privacy of the users of the Site. We will use and disclose your personal information as stated in this Privacy Statement.

## Site Privacy Statement

Use and disclosure of health information includes using the information to provide treatment to the individual, to make payments for such treatment, and to conduct ongoing quality improvement activities. Our use and disclosure of an individual's personal information (including health information) is limited as required by state and federal law. We do not sell or rent personal information about visitors to the Site.

## **Security**

The Site has security measures in place that are intended to help protect against the loss, misuse, unauthorized access or alteration of information under our control both during transmission and once the information is received. These measures include encryption of data using the Secure Socket Layer (SSL) system, and using a secured messaging service when we send your personal information electronically to the Site. Despite these measures, the confidentiality of any communication or material transmitted to or from us via the Site by Internet, text message or email cannot be guaranteed. At your discretion, you may contact us at the mailing address or telephone number listed in the "Questions, complaints, and contacts" section at the end of this Privacy Statement.

## **Revisions to the Privacy Statement**

We may revise this Privacy Statement from time to time as we add new features or modify the way in which we manage information, or as laws change that may affect our services. If we make material changes to our Privacy Statement, we will post notice of this on our Site prior to the changes becoming effective. Any revised Privacy Statement will apply both to information we already have about you at the time of the change, and any personal information created or received after the change takes effect. We include a version number on this Privacy Statement consisting of the date (year, month, and day) it was last revised. We encourage you to periodically reread this Privacy Statement, to see if there have been any changes to our policies that may affect you.

## **Site visitor data**

In addition to web logs, described below, RxTxt routinely gathers data on Site activity, such as how many people visit the Site, the web pages or mobile screens they visit, where they come from, how long they stay, etc. The data is collected on an aggregate basis, which means that no personally identifiable information is associated with the data. This data helps us improve our content and overall usage. The information is not shared with other organizations for their independent use.

The Site does not honor a browser's signal or header request not to track the user's activity.

## **Data caching by mobile applications**

In order to ensure a good user experience, certain data may be temporarily or permanently cached by the Mobile Applications on users' mobile devices. Any data that is personally identifiable will be encrypted and will not be viewable by anyone without access to the user's User ID and Password.

## **Collecting and using and disclosing personal information**

Except as disclosed in this Privacy Statement, we do not collect any personally identifiable information about visitors to the Site. The policies, sources, uses and disclosures of information are outlined in Sections 1 through 16 that follow:

### **1. Information Collection Use**

We collect the following personal information from you:

- Contact information such as name, email address, mailing address, and phone number
- Unique identifiers such as username, account number, and password
- Preferences information such as preferred first name and the types of emails you'd like to receive from us
- debit and credit card information
- Job title
- Your device location
- Contact information for your clients or patients
- Other information expressly provided by the user

We use and disclose this information to:

- Send text reminders to your patients
- Administer your account
- Send you newsletters, voice messages, text messages or email communications
- Respond to your questions and concerns
- Improve our Site and marketing efforts
- Conduct internal quality improvement or business analysis
- De-identify the information in accordance with HIPAA and/or other applicable law

When you provide us with personal information about clients and/or patients, we will only use this information for the specific reason for which it is provided. Any personal information you provide is a voluntary submission of that information under applicable law.

## **2. Web logs**

As is true of most websites, we gather certain information automatically. We maintain standard Web logs that record data about all visitors and customers who use the Site and we store this information for no longer than reasonably useful to carry out its legitimate business purpose, or as legally required. These logs may contain the Internet domain from which you access the Site (such as xfinity.com, att.com, etc.); the IP address which is automatically assigned to your computer when you get on the Internet (a static IP address may be identifiable as being connected to you, while a dynamic address is usually not identifiable); the type of browser and operating system you use; the date and time you visited; the pages or mobile screens you viewed; and the address of the website you linked from, if any. If you sign on to the Site to use secured features, our web logs will also contain an individual identifier and show the services you have accessed.

All Web logs are stored securely, and may only be accessed by RxTxt employees or designees on a need-to-know basis for a specific purpose. RxTxt uses Web log information to help us design our Site, to identify popular features, to resolve user, hardware, and software problems, to make the Site more useful to visitors and for security purposes.

## **3. Internet cookies**

We and our service providers may place Internet "cookies" or similar technologies (JavaScript, HTML5, ETag) on the computer hard drives of visitors to the Site. Information we obtain helps us to tailor our Site to be more helpful and efficient for our visitors. For example, we are able to see the navigation path taken by users, and that information allows us to understand user success or challenges with the web experience. The cookie consists of a unique identifier. We use two types of cookies, "session" cookies and "persistent" cookies, along with other similar technologies.

A session cookie is temporary, and expires after you end a session and close your web or app browser. We use session cookies to help customize your experience on our Site, maintain your signed-on status as you navigate through our features, and to track your "click path" through our web pages or mobile screens.

Persistent cookies remain on your hard drive after you've exited from our Site. For instance, if you've given us permission to email you with information about your RxTxt benefits, or for other reasons, we may place a persistent cookie on your hard drive that will let us know when you come back to visit our Site. Persistent cookies will not contain any personal health information.

You may have software on your computer that will allow you to decline or deactivate Internet cookies, but if you do so, some features of the Site may not work properly for you. For instructions on how to remove cookies from your hard drive, go to your browser's website for detailed instructions. In addition, further information regarding cookies may be available on other websites or from your Internet service provider. Safari, Chrome, Firefox, Internet Explorer and iOS browsers are commonly used browsers.

#### **4. Re-targeting**

We may contract a third party ad network to manage our advertising on other sites. Our ad network service provider may use cookies, Web beacons, and other tracking technologies to collect information about your activities on this and other websites and to then provide you with RxTxt advertising on other websites. We may also place a persistent third-party cookie on your hard drive if you sign on to Rxtxt.com. This cookie will prevent RxTxt members from seeing advertising that is targeted towards people who are not members of RxTxt's health plan, when searching on Google.

If you wish to not have this information used for the purpose of serving you targeted ads, [you may opt out](#). Please note this does not opt you out of being served advertising. You may continue to receive generic non-targeted ads.

#### **5. Emails, voice messages, and SMS text messaging**

RxTxt may use a third-party vendor to help us manage some of our email and voice/text messaging communications with you. While we do supply these vendors with email addresses or mobile telephone numbers of those we wish for them to contact, your email address or mobile telephone number is never used for any purpose other than to communicate with you on our behalf. When you click on a link in an email, you may temporarily be redirected through one of the vendor's servers (although this process will be invisible to you) which will register that you've clicked on that link, and have visited our Site. RxTxt never shares any information, other than your email address or telephone number, with our third-party email and voice/text messaging vendors, which may only share this information with its authorized subcontractors.

At any time, and even if you have expressly given us permission to send voice/text messages to you, you may communicate your desire not to receive additional voice/text messages by following the stop or opt-out instructions in the voice or text message, by adjusting your preferences on RxTxt.com (for certain categories of communications), or by contacting RxTxt.

## **6. Evaluation and quality improvement**

We will periodically ask users to complete surveys asking about their experiences with features of the Site. Our surveys ask visitors for demographic information such as age, gender, and education, but will not request that users provide specific information about any medical condition or the conditions of specific patients served by our users. We use survey information for evaluation and quality improvement purposes, including helping RxTxt to improve information and services offered through the Site. In addition, users giving feedback may be individually contacted for follow-up due to concerns raised during the course of such evaluation. Demographic information and Web log data may be stored for future evaluation and quality improvement activities.

## **7. Messages and transactions**

Comments or questions sent to us using email or secure messaging forms will be shared with RxTxt staff. We will archive your messages once we have made our best effort to provide you with a complete and satisfactory response. Data about your transaction may be stored in these systems, and available to people who test and support these systems.

## **8. Credit card transactions**

If you provide us with your credit card number for payments, we will treat your credit card number in a secure manner.

## **9. Data integrity and correction**

You have the right to request to view and correct personal information from the Site. Such requests may be submitted using the contact information in the "Questions, complaints, and contacts" section below.

If your personal information changes, you have the right to update or request deletion of information collected on our Site, or if you believe a third party has provided us with your personal information and you would like to request that it be edited or removed from our database, please use the contact information in the "Questions, complaints, and contacts" section below. We will respond to all access requests within 30 days.

## **10. Children**

We do not knowingly collect personally identifiable information from children under the age of 13. If RxTxt is made aware of collecting information from a child under 13, we will delete this information.

## **11. Disclosures**

We may disclose personal information to any person performing audit, legal, operational, or other services for us. We will use information which does not identify the individual for these activities whenever reasonably possible. Information disclosed to vendors or contractors for operational purposes may not be re-disclosed to others by such a vendor or contractor, except as permitted by RxTxt and applicable law.

We may also disclose your personal information to third parties who provide services on our behalf to help with our business activities. These companies are authorized to use your personal information only as necessary to provide these services to us pursuant to written instructions. In such cases, these companies must abide by our data privacy and security requirements, and are not allowed to use your personal information they receive from us for any other purpose.

These services may include:

- Payment processing
- Providing customer service
- Sending marketing communications
- fulfilling subscription services
- Conducting research and analysis
- Providing cloud computing infrastructure
- Sending text messages to patients, with consent of parties

We may also disclose your personal information:

- As required by law, such as to comply with a subpoena, or similar legal process
- When we believe in good faith that disclosure is necessary to protect our rights, protect you or others safety from threats of imminent harm, investigate fraud or other activity in violation of the law, or respond to lawful request by public authorities (including to meet national security or law enforcement requirements)
- To protect the security and reliability of the Site
- If RxTxt is involved in a merger, acquisition, or sale of all or a portion of its assets. You will be notified via email and/or a prominent notice on our Site of any change in

ownership or uses of your personal information, as well as any choices you may have regarding your personal information

- To any other third party with your prior consent to do so
- To RxTxt entities to carry out business planning and development and business management and general administrative activities, such as to provide, maintain and personalize our sites and services, and to communicate with you

## **12. Opt out**

If a user makes a request to receive information (for example, requesting a subscription to one of our online publications) in an ongoing manner through the Site by providing an email address or mobile phone number the user may request to discontinue future mailings or messages.

Similarly, if you receive information about a RxTxt service through email or voice/text message, you may make a request to discontinue receiving similar messages in the future. Materials sent to you by email or voice/text message may contain information about how to opt out. Please note, however, that you cannot opt out of certain messages. For more information regarding what email communications are considered essential for registered Website members, and for which you cannot opt-out of, please review initial emails sent by RxTxt containing our terms and conditions.

Patients will be given the opportunity to opt-out of the messages that you send through our platform. You will be informed of these occurrences through our Site.

## **13. Other requests to limit use and disclosure of your personal information**

State and federal laws may allow you to request that we limit our uses and disclosures of your personal information for treatment, payment, and health care operations purposes. We will consider all requests and, if we deny your request, we will notify you in writing.

## **14. Data retention**

We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy statement, including to meet our legal obligations, resolve disputes, and enforce our agreements, unless a longer retention period is required or permitted by law.

## **15. Links to third party websites**



Our Site may include links to other websites whose privacy practices may differ from those of RxTxt. If you submit personal information to any of those sites, your information is governed by their privacy statements. We encourage you to carefully read the privacy statement of any website you visit.

## **16. Location**

An IP address (also called Internet address) is assigned to your device by your Internet Service Provider, and is a requirement to use the internet. IP addresses are used to make the connection between your device and the websites and services you use. You can't prevent a website or app from getting the IP address of your device. Your IP address includes some general information about your device location and we use that to display your proximate location in the website and mobile app user experience. We derive your internet device's proximate location from your IP address, which is provided to us when you come to the Site. We do this to provide you with a customized experience on our Site, including the display of location-based information that's relevant to you.

## **Questions, complaints, and contacts**

If you have any questions about this Privacy Statement, our policies and practices concerning the Site, your rights under this statement, and your dealings with the RxTxt Site, you can contact RxTxt by sending a message to RxTxt's parent organization at [info@Runatek.com](mailto:info@Runatek.com) or by U.S. mail at the address below:

RxTxt, Privacy  
9304 Forest Lane #S261  
Dallas, TX 75243

Last revised: May 2024  
Version 1.1