

SMS Terms and Conditions and Privacy Policy

March 2025

Terms and Conditions

The Georgia Department of Community Health (DCH) and Georgia Department of Human Services, Division of Family and Children Services (DHS/DFCS) are committed to building user trust and confidence by promoting and complying with the use of business practices that help protect the privacy and the security of the customer and their respective data. You can review our combined Privacy Policy below concerning the Georgia Pathways to Coverage™ (“Georgia Pathways” or “Pathways”) Marketing and Outreach Campaign.

DCH is conducting a marketing and outreach campaign using certain non-medical data you provided during your application for certain public benefits, for example, Temporary Assistance for Needy Families (TANF), Medicaid, PeachCare for Kids®, or Supplemental Nutrition Assistance Program (SNAP). This marketing and outreach campaign is intended to inform you about Georgia Pathways to Coverage, a Medicaid program for eligible persons between the ages of 19 and 64 who are not eligible for traditional Medicaid, and who meet certain other criteria.

Thank you for agreeing to receive text messages concerning the Georgia Pathways Marketing and Outreach Campaign from DCH. This document will explain how we will use the information you provide to us as well as other terms and conditions.

These SMS Texting Terms and Conditions (“Terms and Conditions”) and Privacy Policy apply when you provide prior express consent to receive text messages from DCH, its affiliates, contractors, or subcontractors pertaining to the Georgia Pathways Marketing and Outreach Campaign. Text messaging from us may include one-time or recurring marketing texts related to benefits, programs, products, services, and tools, and/or general health information. At enrollment for recurring texting programs, we specify the frequency and number of texts and information on how to unsubscribe and seek assistance. Marketing text messages concerning Georgia Pathways will be sent to your mobile number using an automatic dialing system. Message and Data rates may apply. Text messaging may not be available via all carriers.

By opting in to receive communications via text messaging, you agree to be bound by these Terms and Conditions and Privacy Policy.

DCH offers its text messaging program whereby DCH, and any applicable service providers, will text message you to provide you with information concerning DCH services or resources. By signing up for the text messaging program, you expressly consent to receive text messages from DCH at the telephone number(s) that you provide.

You also acknowledge that you are the current wireless service plan subscriber and/or an authorized user of the mobile phone number(s) that have been linked to your account or you have been granted permission by the wireless service plan subscriber and/or authorized user of the mobile phone number(s) to enroll the mobile phone

number(s) in this service.

You grant DCH express permission to send automated text messages to the enrolled mobile phone number(s) through your wireless phone carrier unless and until such permission is revoked in accordance with these Terms and Conditions. You are not required to agree to receipt of text messages to receive any service from DCH.

Your privacy is important to us. Your private information is not shared with anyone or used except as described in these Terms and Conditions, this Privacy Policy or as otherwise permitted by law. By agreeing to participate in the Georgia Pathways Marketing and Outreach Campaign, you agree to the collection and use of information in accordance with this policy.

Opt-Out Information: We do not require anyone to receive marketing text messages for the Georgia Pathways Marketing and Outreach Campaign. To stop receiving marketing text messages from DCH regarding Georgia Pathways, text **STOP** to the number or code from which the text messages are being sent. If revoking your consent by texting **STOP** to the marketing text message you have received regarding Georgia Pathways, your text response should contain only the word **STOP** without any additional words, spaces or characters either before or after the word. Unless you reply only with the word **STOP**, your intent to revoke your prior express permission may not be effective. DCH will confirm receipt of your cancellation request in a timely manner as well as indicate you will no longer receive marketing text messages from DCH regarding Georgia Pathways. DCH will not delete data already collected. **Note:** Opting out of marketing text messages for the Georgia Pathways Marketing and Outreach Campaign will not affect your election to receive other text messages regarding other benefits from DFCS, DCH, or other public benefit sources.

Message Frequency: If you have opted into receiving text messages, you expressly consent and acknowledge that some messages are sent based on your interaction with DCH and may vary in frequency depending on your activity and your communication with DCH.

Supported Carriers List:

AT&T • ACS/Alaska • Advantage Cellular (DTC Wireless) • Aio Wireless/Cricket • Appalachian Wireless • Atlantic Tele-Network International (ATN) • Bandwidth • Bluegrass Cellular • Buffalo Wireless • C Spire Wireless • CableVision • Carolina West Wireless (CWW) • CellCom USA • Cellular Network Partnership (PIONEER) • Cellular One of East Central Illinois • Chariton Valley Cellular • Chat Mobility USA • Copper Valley • Coral Wireless (Mobi PCS) • Cross Telephone Company (MBO Wireless) • Duet IP (Maximum Communications New Core Wireless) • Element Mobile (Flat Wireless) • Epic Touch (Elkhart Telephone) • GCI Communications Corp • Golden State Cellular • Google Voice • i Wireless (IOWA Wireless) • Illinois Valley Cellular (IV Cellular) • Immix(Keystone Wireless) • Inland Cellular Telephone Company • Leaco • Live • Mosaic (Consolidated or CTC Telecom) • MTA Communications • MTPCS (Cellular One Nation) • Nex-Tech Wireless • Northwest Missouri Cellular Limited • Panhandle Telecommunications Systems(PTCI) • Peoples Wireless • Pine Belt Wireless • Pine Cellular • Revol Wireless USA • RINA • Sagebrush Cellular (Nemont) • SI Wireless/Mobile Nation • SouthernLinc • Sprint/Boost/Virgin • SRT Wireless • Texas RSA 3 Ltd(Plateau Wireless) • Thumb Cellular • T-

Mobile/MetroPCS • U.S. Cellular • Union Telephone Company(Union Wireless) • United Wireless
• Verizon Wireless • Viaero Wireless • West Central Wireless (5 Star Wireless)

Note: T-Mobile is not liable for delayed or undelivered messages

Additional Terms and Conditions

Alerts sent via text may not be delivered to you if your phone is not in range of a transmission site, or if sufficient network capacity is not available at a particular time. Even within a coverage area, factors beyond the control of your wireless carrier may interfere with message delivery, including equipment, terrain, proximity to buildings, foliage, and weather. You acknowledge that urgent alerts may not be received timely and that there is no guarantee that alerts will be delivered.

By consenting to receiving marketing text messages concerning the Georgia Pathways Marketing and Outreach Campaign, you represent that you are the owner or authorized user of the wireless device you use to subscribe for the service, and that you are authorized to approve the applicable charges.

Data used by DCH to send marketing text messages use standard text protocols and while DCH takes all reasonable security precautions, you acknowledge there is some risk that texts and data transmitted between you and DCH could be intercepted by third parties.

Information obtained from you in connection with this marketing texting campaign concerning Georgia Pathways may include your mobile/cell phone number, your carrier's name, and the date, time and content of your messages and other information that you may provide. We may use this information to contact you and to provide the services you request from us, and to otherwise operate, develop and improve the service. Your wireless carrier and other service providers may also collect data about your usage, and their practices are governed by their own policies.

Changes in terms: DCH reserves the right to change these Terms and Conditions and Privacy Policy or cancel text messages service at any time. Any changes shall take effect when posted on this website. Your continued use and acceptance of text messages from DCH after changes are made to the Terms and Conditions and Privacy Policy are deemed as acceptance of the modified Terms and Conditions and Privacy Policy. Therefore, please check these Terms and Conditions and Privacy Policy on a regular basis to ensure that you are aware of any change.

Limitation of Liability: To the maximum extent permitted by applicable law, you hereby agree that neither DCH nor DHS/DFCS shall be liable for any direct, indirect, consequential, special, incidental, punitive or any other damages, even if DCH and DHS/DFCS have been advised of the possibility of such damage or loss, arising or resulting from or in any way relating to your use of DCH's marketing text messages. The wireless carriers are not liable for delayed or undelivered messages. Furthermore, neither DCH nor DHS/DFCS shall be liable for the acts or omissions of third parties, including but not limited to delays in the transmission of messages, inaccurate or incomplete content in a text message, or use or reliance on the content of any text message for any purpose.

Indemnity: To the maximum extent permitted by applicable law, you expressly agree to indemnify, defend and hold harmless DCH and DHS/DFCS from and

against any and all claims, damages, liabilities, actions, causes of action, costs, expenses (including reasonable attorneys' fees), judgments or penalties of any kind or nature whatsoever arising from your use or receipt of DCH's text messages.

Governing law: These Terms and Conditions and Privacy Policy shall be bound by the laws of the State of Georgia, and any arbitration or judicial proceedings to enforce or interpret these Terms and Conditions and Privacy Policy hereof may be brought only in the State of Georgia, County of Fulton.

Terms and Conditions incorporated herein: You agree that for all matters not explicitly addressed herein, including general terms applicable to both email and text messages, these Terms and Conditions and Privacy Policy shall apply and are incorporated herein by reference. In addition, you hereby reaffirm your agreement to these Terms and Conditions and Privacy Policy.

Privacy Policy

Definitions

“We” or “Us” or “Our” means collectively DCH, DHS/DFCS, affiliates, subsidiaries, agents, contractors, or vendors working on or on behalf of the Georgia Pathways Marketing and Outreach Campaign.

“Data” means certain identifying information to enable DCH to contact you via your mobile phone like your name, email address, mobile phone number, and physical address, and does not include medical information or medical records.

What information will I receive?

The Georgia Pathways Marketing and Outreach Campaign will send marketing and related information to you regarding your interest in the Georgia Pathways program and its benefits. The Georgia Pathways Marketing and Outreach Campaign is intended for eligible persons between the ages of 19 and 64 years old who meet certain qualifying criteria and are not eligible for traditional Medicaid coverage.

If you receive a marketing text message regarding the Georgia Pathways program, are currently a member of Medicaid or PeachCare for Kids®, and you are within 45 days of becoming age 19, you are considered a part of the intended campaign audience.

If you receive a marketing text message regarding the Georgia Pathways program and you are under the age of 18 or over the age of 64, please refer to the instructions in the above Terms and Conditions regarding how to opt-out of receiving marketing text messages concerning Georgia Pathways.

What information will be collected?

The Georgia Pathways Marketing and Outreach Campaign may ask you to share the name and mobile phone number related to other persons interested in the Georgia Pathways program and its benefits. Additional information may be asked to further the purposes noted above.

The Georgia Pathways Marketing and Outreach Campaign will also collect data to determine if messages were delivered or undelivered to you. If received, you will receive a link with information inviting you to apply to Georgia Pathways. The link will provide data to inform us whether it has been clicked.

Who will this information be shared with?

The data you share through the Georgia Pathways Marketing and Outreach Campaign will not be shared outside of DCH, DHS/DFCS, their respective affiliates, contractors, and subcontractors in support of Georgia Pathways.

How will this information be used?

To better understand how we might use your data, the following are some of the goals of the Georgia Pathways Marketing and Outreach Campaign:

- Provide an opportunity for eligible individuals to enroll in Georgia Pathways.
- Retain individuals that are already participating in Georgia Pathways.
- Remind individuals of deadlines and services provided through Georgia Pathways.
- Use individuals' data and responses to determine, inform, and improve engagement.

We may also share your data if required by law to do so, such as if a court orders us to share this data. However, we will make every effort to protect your privacy to the extent allowed by law.

Your Responsibilities

Review this policy periodically to see if it has been modified.

Opt-out if you no longer wish to receive marketing text messages concerning the Georgia Pathways Marketing and Outreach Campaign. If you opt-out in error, you may rejoin as instructed in the marketing text message concerning the Georgia Pathways Marketing and Outreach Campaign.

Who to Contact with Questions or Concerns

If you have any concerns or questions about how your data is used, please call the DCH Medicaid Member Inquiry Unit at 770-325-2331 (in the Atlanta area) or 1-866-211-0950 (outside the Atlanta area).