

## **Discovery Donor Clinic SMS (Text Messaging) Privacy Notice**

This Privacy Notice applies only to the personal information you may provide to the Discovery Donor Clinic via text message in response to your texting “Donate” to the Discovery Donor Clinic short code expressing an interest in donating blood. Please note that this Privacy Notice applies only to personal information collected from US individuals residing in the geographic area near the Clinic as these are the only individuals who can feasibly provide blood donations at the Clinic. **If you are not a US individual residing in the geographic area near the Clinic, please do not provide any personal information to the Clinic via text message.**

Discovery Donor Clinic (the “Clinic”) is committed to your privacy, and this Privacy Notice describes how the Clinic collects information from all individuals who contact us via text messaging, what we do with the information we collect, and the choices you have concerning the collection and use of such information. We request that you read this Privacy Notice carefully.

If you have questions or complaints regarding this Privacy Notice or practices, please contact us at [Compliance@dls.com](mailto:Compliance@dls.com).

### **Information We Collect**

We collect personally identifiable information from you if you contact us via text message/short code regarding donating blood, request information from us, or otherwise communicate with us.

In order to provide you with additional information regarding blood donations or to consider you as a blood donor, we request certain personally identifiable information from you, including your contact information (such as name, email or address).

### **How We Use Your Information**

Information we collect may be used in the following ways:

- To notify you of updates relating to the Clinic and blood donation opportunities.
- To confirm or otherwise contact you regarding any appointments you have scheduled with the Clinic.
- To respond to your requests or inquiries.
- To provide you with newsletters, articles, or programs, alerts and announcements.
- To analyze communications to improve our programs and other offerings.
- As necessary to verify and validate your identity.
- To keep records of our interactions with you if you schedule an appointment or otherwise deal with our representatives.
- To carry out our obligations and enforce our rights.
- To fulfill any other purpose for which you provide your personally identifiable information to us.

### **Your Rights**

You may have the right to request a copy of, correction to or deletion of any personally identifiable information that we hold about you. If you would like to make any of these requests, please email us at [Compliance@dls.com](mailto:Compliance@dls.com). We may request proof of your identity before sharing such information. It may not be possible for us to delete all of the information we hold about you where we are fulfilling our legal or

contractual obligations or have a legal basis to retain the information; however, please contact us to discuss how we can assist you with your request.

When we process your information on the basis that you have consented to such processing, you have the right to withdraw your consent, or ask us to stop or restrict processing the personally identifiable information we have about you, at any time by emailing us at [Compliance@dls.com](mailto:Compliance@dls.com).

We will retain your information for as long as you are active with the Clinic or as needed to fulfill your requests, comply with our contractual or legal obligations, resolve disputes, and enforce our agreements.

### **Disclosure of Personally Identifiable Information**

Our practices with respect to the disclosure of personally identifiable information include the following:

Consent. We may disclose your personally identifiable information to third parties with your express consent.

Vendors and Affiliated Businesses. We may share your personally identifiable information with our parent company and affiliated businesses, for their use in a manner described in this Privacy Policy.

Agents/Service Providers. We use third party service providers to assist us in providing our services and sites, including database backup providers to protect our data. We may disclose your personally identifiable information to third parties who complete transactions or perform services on our behalf. We may utilize the services of third parties to verify data or to supplement other information we have collected. All service providers are authorized to use your personally identifiable information only as necessary to provide their respective services to us and are obligated to protect your personally identifiable information under contract terms which are no less protective than those set forth in this Privacy Notice.

Legal Process. We may disclose your personally identifiable information as required by law, such as to comply with a subpoena or other legal process, or when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, or respond to a government request.

Certain Business Transfers. Your personally identifiable information may be disclosed as part of a corporate business transaction, such as a merger, acquisition, joint venture, or financing or sale of the Clinic assets, and could be transferred to a third party as one of the business assets in such a transaction. It may also be disclosed in the event of insolvency, bankruptcy or receivership. We will use reasonable efforts to direct any such transferee to use your personally identifiable information in a manner that is consistent with this Privacy Notice.

### **Security**

We follow generally accepted industry standards to protect the personally identifiable information submitted to us. No method of transmission via text message or method of electronic storage is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personally identifiable information, we cannot guarantee its absolute security.

### **Changes to This Privacy Notice**

We reserve the right to modify this Privacy Notice at any time. We encourage you to periodically review this page for the latest information on our privacy practices.

### **Contact Information**

If you have any questions, comments or concerns about our Privacy Notice, you may contact us by submitting your inquiry to us at [Compliance@dls.com](mailto:Compliance@dls.com)

To reach us by mail, please use the following address:

Discovery Donor Clinic  
Attention: Privacy Officer  
800 Hudson Way  
Huntsville, AL 35806

Please contact us if you have any further questions, or if you want to exercise any of your rights or to make a complaint.