



Website Policy Statement, Website Terms of Use, Government Compliance Statement, Website Accessibility Guide, and Language Assistance Guide

1. Website Policy Statement

Enlight Hospice of VA ("Enlight," "we," "our," or "us") is committed to providing compassionate, personalized hospice care while respecting the privacy, dignity, and confidentiality of the patients, families, caregivers, and community members we serve.

We are committed to protecting information entrusted to us and to complying with applicable federal and Virginia privacy and security requirements, including the Health Insurance Portability and Accountability Act ("HIPAA"), when HIPAA applies.

This statement applies to information collected through our website, through forms submitted to us electronically, and through text message (SMS) communications you exchange with us.

2. Privacy Policy

2.1 Information We Collect

Depending on how you interact with us, we may collect:

- Contact information you voluntarily provide, such as your name, phone number, email address, and mailing address.
- Inquiry information, such as the details you include when requesting information about hospice services, making a referral, or applying for employment.
- SMS information, including your mobile phone number and the content of text messages exchanged with us, as described in Section 2.2.
- Website usage information, such as pages visited and general technical data collected automatically by our website hosting provider.

We do not sell your personal information.

2.2 SMS Data Collection

We collect phone numbers and message content for SMS communications. Your phone number is used solely for delivering SMS messages related to Enlight Hospice of VA hospice services — including clinical visit coordination and scheduling, care team follow-up, referral communication, and responses to inquiries you initiate.

We collect your mobile phone number only when you provide it to us directly — for example, on an intake or referral form, on a website contact form, verbally to a member of our staff, or by texting us first. We do not purchase, rent, or obtain mobile numbers from third-party lists.



Every text message we send identifies Enlight Hospice of VA as the sender.

2.3 SMS Consent and Message Frequency

By providing your mobile phone number to Enlight Hospice of VA and agreeing to receive text messages, you consent to receive SMS communications from us at that number. Consent to receive text messages is not a condition of receiving hospice care or any other service from Enlight Hospice of VA.

Message frequency varies. We do not send a fixed number of messages per day, week, or month. Messages are sent in connection with visits by our clinical team — including scheduled visits, visit confirmations, schedule changes, and unscheduled or after-hours visits — and when a response from you is needed. The number of messages you receive therefore depends on the frequency of your care team's visits and on how often a reply is required from you.

Message and data rates may apply. Carriers are not liable for delayed or undelivered messages. For help at any time, reply HELP to any message from us, or contact us using the information in Section 8.

2.4 Opt-Out Mechanism

You may opt out of SMS communications at any time by replying STOP or UNSUBSCRIBE to any message, or by contacting us at coordination@enlighthospiceva.com or (804) 471-4588.

We also honor opt-out requests made by any other reasonable method that clearly communicates your wish to stop receiving messages — including replies such as QUIT, END, CANCEL, REVOKE, or OPT OUT, and requests made by telephone, email, or in writing to the address below. We do not require you to use any single method to opt out.

We act on opt-out requests as soon as practicable, and in no case later than ten (10) business days after receipt. After you opt out, we will send a single confirmation message acknowledging your request, and you will not receive further text messages from us unless you opt back in. To resume messages, reply START to the same number or contact us using the information in Section 8.

Opting out of text messages does not opt you out of other forms of communication, such as telephone calls, mail, or email, which may still be necessary for the delivery of care.

2.5 Data Retention

SMS communications and associated data are retained for twenty-four (24) hours and then deleted, unless required by law.

Because Enlight Hospice of VA is a Medicare-certified hospice provider operating in the Commonwealth of Virginia, certain categories of information are subject to longer retention periods required by federal and Virginia law. Those categories are:

- **Clinical information.** Where a text message contains information that must be documented as part of a patient's clinical record — for example, a change in condition, a physician order, or the



outcome of a clinical visit — that information is entered into the patient's clinical record in our electronic medical record system. Information entered into the clinical record is retained for six (6) years after the death or discharge of the patient, in accordance with the Medicare hospice Conditions of Participation at 42 C.F.R. § 418.104(d) and Virginia health record retention requirements. The underlying text message itself is still deleted after twenty-four (24) hours.

- **Opt-out and do-not-contact records.** Records of opt-out requests are retained for at least ten (10) years from the date the request is made, as required by the Virginia Telephone Privacy Protection Act, Va. Code § 59.1-514. Our twenty-four (24) hour deletion practice does not apply to these records. We retain only the information needed to honor your request — your telephone number, the date of the request, and the method by which it was made — so that we do not contact you again.
- **Consent records.** Records evidencing your consent to receive text messages are retained for as long as we message you and for a reasonable period afterward, so that we can demonstrate that consent was obtained.
- **HIPAA documentation.** Policies, procedures, and other documentation required by HIPAA are retained for six (6) years from the date of creation or the date last in effect, whichever is later, in accordance with 45 C.F.R. § 164.530(j)(2).

2.6 TCPA Compliance

We comply with the Telephone Consumer Protection Act (TCPA) and maintain a list of numbers requesting not to receive marketing messages.

We honor all opt-out requests promptly. We do not send text messages to any number on our internal do-not-contact list, and we do not use automated dialing systems to send marketing text messages without prior express written consent. We also comply with applicable Federal Communications Commission (FCC) rules governing consent and revocation of consent, and with the Virginia requirements described in Section 3.

2.7 Third-Party Sharing

All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties, excluding aggregators and providers of the Text Message services.

Other information described in this Privacy Policy may be shared only as follows:

- With service providers who support our operations and who are contractually obligated to protect the information;
- With health care providers, health plans, and others as permitted or required for treatment, payment, and health care operations, consistent with HIPAA and our Notice of Privacy Practices;
- When required by law, regulation, subpoena, or other legal process.



We do not sell, rent, or trade mobile phone numbers, and we do not share them for the marketing purposes of any other organization.

2.8 Text Messaging and Protected Health Information

Text messaging is not a secure or encrypted method of communication. Please do not send sensitive medical information, Social Security numbers, financial information, or other confidential details by text message. For matters involving protected health information, contact us by telephone or through the secure methods our staff can provide.

Our handling of protected health information is governed by our Notice of Privacy Practices, which is available upon request and takes precedence over this Privacy Policy where the two address the same subject.

2.9 Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The revised version will be posted on this page with an updated "Last Updated" date.

3. Virginia-Specific Legal Compliance

Enlight Hospice of VA operates in the Commonwealth of Virginia and serves Virginia residents. In addition to the federal requirements described above, the following Virginia laws govern our practices.

3.1 Virginia Telephone Privacy Protection Act

We comply with the Virginia Telephone Privacy Protection Act, Va. Code § 59.1-510 et seq., as amended effective January 1, 2026 to apply expressly to text messages. Accordingly:

- **Opt-out keywords.** Replying "STOP" or "UNSUBSCRIBE" to any text message from us constitutes a request not to receive further messages, and we honor that request.
- **Ten-year duration.** Any request not to receive solicitations is honored for at least ten (10) years from the date the request is made.
- **Time restrictions.** We do not send solicitation messages at any time other than between 8:00 a.m. and 9:00 p.m. local time at your location, unless you have given prior consent. This restriction does not apply to messages concerning the care of a patient, which may be sent at any hour when clinically necessary.
- **Identification.** We identify ourselves in our messages and transmit a telephone number that accepts opt-out requests.
- **Do Not Call Registry.** We do not direct solicitations to numbers listed on the National Do Not Call Registry, and we maintain and scrub against our own internal do-not-contact list.



- No override by prior relationship. Once you have asked not to receive solicitations, we do not resume them on the basis of an established business relationship or any prior contact with us.

Text messages sent for the coordination of a patient's care are not solicitations and are not sent for the purpose of offering or advertising goods or services. Where this Policy applies solicitation safeguards to care-related messages, we do so as a matter of practice, not because the law requires it.

3.2 Virginia Health Records Privacy

We comply with Va. Code § 32.1-127.1:03, which recognizes a patient's right of privacy in the content of the patient's health record and governs the circumstances under which health records may be disclosed. Requests for copies of health records are handled in accordance with that section and with our Notice of Privacy Practices.

Health records are retained in accordance with the periods described in Section 2.5.

3.3 Virginia Consumer Data Protection Act

The Virginia Consumer Data Protection Act, Va. Code § 59.1-575 et seq., exempts covered entities and business associates governed by the HIPAA privacy, security, and breach notification rules, as well as protected health information and health records as defined by Virginia law. As a HIPAA covered entity, Enlight Hospice of VA falls within that exemption. We nonetheless apply consistent standards of transparency, purpose limitation, and data minimization to the information described in this Policy.

3.4 Breach Notification

In the event of a breach of unsecured protected health information or of personal information, we will provide notice to affected individuals and to the appropriate authorities as required by the HIPAA Breach Notification Rule and applicable Virginia law.

4. Website Terms of Use

By accessing and using the Enlight Hospice of VA website, you agree to comply with the following terms of use. All content displayed on the website, including text, images, and multimedia, is for informational purposes only and should not be considered medical advice. The website content is protected by copyright and may not be reproduced without prior consent from Enlight Hospice of VA. We are committed to safeguarding your protected health information in accordance with HIPAA regulations. Your use of this website is subject to our Privacy Policy.

If you provide a mobile phone number through this website, you agree to the SMS terms described in Sections 2.2 through 2.7 and Section 3.1 of this document, including that message frequency varies with your care team's visits and the responses needed from you, that message and data rates may apply, and that you may reply STOP or UNSUBSCRIBE to opt out or HELP for assistance at any time.



These terms are governed by the laws of the Commonwealth of Virginia, without regard to its conflict of laws provisions.

5. Government Compliance Statement

Enlight Hospice of VA complies with all applicable regulations and standards set forth by federal and state government agencies, including those related to the provision of hospice care services and HIPAA guidelines. We adhere to the guidelines established by Medicare and other regulatory bodies to ensure the delivery of high-quality and legally compliant hospice care while maintaining the confidentiality and security of protected health information as required by HIPAA.

Our text messaging practices are conducted in compliance with the Telephone Consumer Protection Act (TCPA), applicable Federal Communications Commission (FCC) rules, the Virginia Telephone Privacy Protection Act (Va. Code § 59.1-510 et seq.), and CTIA messaging guidelines. Our record retention practices follow the Medicare hospice Conditions of Participation at 42 C.F.R. Part 418, Virginia health record retention law, and the HIPAA documentation requirements at 45 C.F.R. § 164.530(j)(2).

6. Website Accessibility Guide

We are committed to ensuring that our website is accessible to all individuals, including those with disabilities, while safeguarding the privacy and security of protected health information under HIPAA regulations. To enhance accessibility, we have designed our website to be compatible with screen readers and assistive technologies. If you encounter any accessibility barriers while using our website, please contact us at the address or phone number provided below for assistance.

7. Language Assistance Guide

At Enlight Hospice of VA, we strive to provide language assistance services to individuals with limited English proficiency while safeguarding the confidentiality of protected health information under HIPAA regulations. Our staff is equipped to offer language assistance in various languages, ensuring effective communication with all patients and their families. To request language assistance services or if you have any HIPAA-related concerns, please contact us using the information below.

8. Contact Information

Enlight Hospice of VA
2809 Emerywood Pkwy., Ste. 260
Richmond, VA 23294
Phone: (804) 471-4588 | Fax: (804) 471-4588
Email: coordination@enlighthospiceva.com

For more information, see our Terms of Service at
<https://enlightvirginiahospice.com/wp-content/uploads/2026/08/Enlight-Hospice-Terms-of-Service.pdf>