

# PHSA Client Notification Form for Clinical Digital Messaging (CDM)

Thank you for participating in Clinical Digital Messaging (CDM), a text messaging project by Provincial Health Services Authority (PHSA) with Memora Health.

The purpose of this notification form is to let you know how we use and collect your personal information through the Memora Health text messaging platform. PHSA handles personal information in accordance to the [BC Freedom of Information and Protection of Privacy Act \(FIPPA\)](#). For CDM, the Memora Health platform collects personal information under section 26(c) and (e) of FIPPA.

## What We Collect & Why

When you sign up to participate in text messaging, we first collect your cell phone number. We may also collect:

- Email address, and
- Mailing address.

We collect these in order to share health resources, provide care, and for program evaluation.

## What We Send

Text messages we send you may include specific information such as:

- General information about the clinic,
- Educational health resources,
- Appointment reminders, and
- Medication reminders.

Your PHSA care team or Felix, Memora Health's chatbot, may send you text messages. Felix is a software application that uses artificial intelligence (AI) to have chat conversation via text. Felix can send you reminders for your appointments and medications, and can answer certain questions. If Felix cannot answer a question, someone from your PHSA care team will reach out to you via phone call to follow up.

## Risks with Text Messaging

Your privacy is very important to us. While text messaging is a useful tool, please be aware of the following:

- Sending personal information by text messaging is not always secure.
- Text messages can be intercepted during transmission to/from your cell phone provider and Memora Health.
- If you delete text messages from your PHSA care team and Felix, backup copies could still be in cyberspace.

## How to Protect Your Privacy

To protect your privacy while using text messaging:

- **Try not to send personal information** through text message. If you are unsure about sending something by text message, call your PHSA care team instead,
- **Send as little as possible** if you must send personal information by text messaging,
- **Call or meet with your PHSA care team** to get personal health advice; they will not give this by text messaging.
- **Call your PHSA care team** to let us know if your phone number changes, and
- **Call your PHSA care team** to tell us if you do not want to get messages by text anymore. You may also text **STOP** at any time to stop getting text messages.

## Contact us

If you have any questions or concerns about the collection of personal information please contact:

Office of Virtual Health, PHSA  
#200-1333 W. Broadway,  
Vancouver, BC V6H 1G9  
[officeofvirtualhealth@phsa.ca](mailto:officeofvirtualhealth@phsa.ca)

**Important: If you have an emergency, call 9-1-1 or go to the closest emergency department. Do not text the clinic for emergencies.**