

Bayou City Breastfeeding, LLC

HIPAA Marketing Authorization

Version 2026.1 • Effective 05/04/2026

This form is optional. Signing this authorization is not required to receive care from Bayou City Breastfeeding.

What I am authorizing

BCB may use or disclose the information I authorize to the public, to social-media platforms and websites BCB controls or uses (such as BCB's website, Facebook, Instagram, YouTube, and similar platforms), to vendors performing marketing or design services for BCB under appropriate contracts, and to other persons or platforms BCB selects for the marketing, educational, promotional, or public-communication purpose described in this authorization.

By default, Bayou City Breastfeeding may use my first name only unless I check a broader option below.

Please check all that apply:

- My first name only - default if I sign this form and no broader name option is selected.
- My full name.
- My baby's first name only.
- My baby's full name.
- My written testimonial or review.
- My photo.
- My baby's photo.
- Video or audio of me or my baby.
- General description of my care experience.
- Before-and-after or progress information.
- Other

How the information may be used

Please check all that apply:

- Website.
- Social media.
- Email newsletter.
- Printed materials.
- Online advertising.
- Educational handouts or presentations.

- Internal training.
- Community outreach.
- Other

Important privacy notice

If my information, photo, video, testimonial, or story is posted publicly, Bayou City Breastfeeding may not be able to control who sees it, saves it, shares it, screenshots it, or reuses it. Public online information may remain available even if I later revoke this authorization.

Financial remuneration

Please select one:

- Bayou City Breastfeeding will not receive payment from a third party in exchange for using or disclosing my protected health information for the marketing purpose described in this authorization.
- Bayou City Breastfeeding may receive payment or another thing of value from a third party related to this marketing use or disclosure. The payment or value is described here:

Expiration

This authorization expires:

- One year from the date signed.
- On this date
- When the following event occurs

If no option is selected, this authorization expires one year from the date signed.

Redisclosure

I understand that information disclosed pursuant to this authorization may be redisclosed by the recipient and may no longer be protected by federal privacy law (HIPAA). Once information has been posted publicly, BCB may not be able to retrieve, recall, or limit how others use it.

My right to revoke

I may revoke this authorization at any time by sending written notice to Bayou City Breastfeeding at CEO@bayoucitybreastfeeding.com or 3007 Woodland Hills Dr., #98, Kingwood, TX 77339. Revocation will not affect any use or disclosure already made in reliance on this authorization.

Minimum Scope rule

This authorization is not effective unless I have selected at least one specific item under "What I am authorizing" and at least one specific channel under "How the information may be used." If no item or no channel is selected, BCB will treat this authorization as not signed and will not use any of my protected health information for marketing in reliance on it.

Copy and post-expiration

I will receive a copy of this authorization after I sign it. After this authorization expires (or after I revoke it in writing), BCB will not initiate any new use or disclosure in reliance on it, but BCB cannot recall any use or disclosure already made before expiration or revocation.

No effect on care

I understand that signing this authorization is voluntary. Bayou City Breastfeeding will not condition treatment, payment, enrollment, or eligibility for benefits on whether I sign this authorization.

Electronic Signature, Governing Law, and Scope

Electronic Signature. If I sign this consent electronically, my electronic signature has the same legal effect as a handwritten signature under the federal E-Sign Act (15 U.S.C. §7001) and the Texas Uniform Electronic Transactions Act. The General Consent contains the full E-Sign consumer disclosure block applicable to all Bayou City Breastfeeding forms I sign. **Governing Law.** This consent is governed by the laws of the State of Texas. **Severability.** If any provision of this consent is held invalid or unenforceable, the remaining provisions will remain in full force and effect. **Scope.** This document does not limit or supersede any separate document I sign with Bayou City Breastfeeding.