

HIPAA Notice of Privacy Practices

The Health Insurance Portability and Accountability Act of 1996 (HIPAA) Privacy Rule allows members the right to receive a notice that describes how individual health information may be used and/or disclosed and how to acquire access to this information. The Administrator of a self-funded health benefits plan is federally mandated to send a notice (Notice of Privacy Practices) to members of their self-funded health benefits plans.

Contacting the Privacy Office

The Administrator of your self-funded health benefits Plan is mandated by Federal and individual State regulations to develop a Notices of Privacy Practices based upon Federal and individual State regulations.

Please note: The following Notices of Privacy Protection apply to the RightCHOICE Benefit Administrators' web portal and do not replace the Notices of Privacy Protection developed by the Administrator of your self-funded health benefits Plan. To receive a copy of the Notices that apply to you, please contact your plan administrator through your employer's office.

What information will RightCHOICE collect?

Information may be collected in two ways on the RightCHOICE web portal. You may elect to establish an account on our web portal so that you can gain additional access to on-line service applications, health tools, health information, or other services where it is important for us to know who you are in order to best meet your needs. Personal information will not be collected from you without your knowledge. Providing personal information is always voluntary. Second, we may use "cookies" to help us improve our web site by tracking your navigation habits and to store some of your preferences.

A cookie is a small file created by an Internet site to store information on your computer. Cookies do not allow web sites to gain access to other information on your computer. Once a cookie is saved on your computer, only the Web site that created the cookie can read it.

Linking to Other Sites

From time to time we will provide links to other web sites, not owned or controlled by RightCHOICE. We do this because we think this information might be of interest or use to you or where, as a member, we can provide you with value added services. While we do our best to ensure your privacy, we cannot be responsible for the privacy practices of other sites. A link to a non-RightCHOICE web site does not constitute or imply endorsement by RightCHOICE. Additionally, we cannot guarantee the quality or accuracy of information presented on non-RightCHOICE web sites. We encourage you to review the privacy practices of any web site you visit.

What if I don't want information about me to be collected?

Providing personal information through RightCHOICE's web portal is an option. Additionally, personally identifiable information will not be collected from you without your knowledge and approval.

How will information collected about me be used?

Information you share with us will be used in a variety of ways that let us serve you better. We may also use this information to perform administrative, technical, hosting or other functions that help us manage our site and deliver new functionality to you.

Use of electronic mail

We may provide email links on our site to further facilitate communication between RightCHOICE and you. Information collected through electronic mail may be shared with our customer service department, employees or other third parties that perform services on our behalf. Unless otherwise noted, electronic mail on our site is not a completely secure and confidential means of communication. Non-encrypted electronic communications may be accessed and viewed by other Internet users without your knowledge and permission while in transit to

us. Therefore, we recommend that you contact us by phone using one of the numbers found on our web site or on your healthcare ID card whenever you are communicating personal information to us.

Changes to our Web Privacy Statement

The foregoing Web Portal Privacy Statement is effective as of January 1, 2013. RightCHOICE Benefit Administrators may change this statement from time to time without notice. This statement is not intended to and does not create any contractual or other legal right in or on behalf of any party.

Again, we hope to make your on-line experience enjoyable and secure and thank you for taking the time to read this Privacy Statement.

Questions?

If you have questions about these Notices of Privacy Protection, please contact the Connected Care Concierge Service at the phone number listed on your ID card.