

ALAMEDA ALLIANCE FOR HEALTH

WEBSITE PRIVACY AND SECURITY NOTICE

Effective Date: **07/2012**

Last Revision Date: **05/2024**

INTRODUCTION

Alameda Alliance for Health (Alliance) is committed to protecting any personal and health care information that we have about our members and prospective members. Our confidentiality and privacy practices for this website are described below. If you provide us with health information that identifies who you are (such as your name, address, or phone number), we will only use and disclose that information as stated in our “Notice of Privacy Practices.” Our use and disclosure of your personal information is limited as required by state and federal law. We do not sell or rent personal information about visitors to this site or members of our health plan who use this site.

WHAT INFORMATION WE COLLECT

Personal Information

When you visit the Alliance website, we do not know who you are, unless you identify yourself to us. You are not required to provide us with personal information to use our website unless we expressly say so in a particular portion of the site. For instance, you may sign up to receive emails from the Alliance on various topics. If so, you will be required to give us your name and email address.

As another example, certain parts of our website may require you to provide identifying information and use individual passwords to submit personal information or access the personal information you previously gave us. You also may have to provide personal information, such as your name, address, Alliance ID number, email address, and phone number, to use certain features of the website (such as filing a member grievance electronically). You may choose to avoid accessing these protected portions of the site to remain anonymous.

The Alliance will only retain the information as long as needed to respond to the user's question or fulfill the stated purpose of the communication or for a longer period of time as may be required by law. At any time, you may request to review this information or have the Alliance delete or modify the information. The request may be made through our Contact Us Form that can be found on the Alliance website at www.alamedaalliance.org.

Website Visitor Data

The Alliance gathers data on an aggregate, anonymous basis, with no personally identifiable information, on website activity. This data may include how many people visit the site, the pages they visit, where they come from, how long they stay on the site, etc.

All web logs are stored securely and may only be accessed by Alliance personnel or designees on a need-to-know basis for specific purposes.

The information gathered in web logs and the aggregate data is used to help us improve the site content and overall usage, identify popular features, resolve user problems with hardware or software, and make our site more useful to visitors. For instance, we may update those parts of the Website more frequently that are heavily visited.

If you sign up for our mailing list, we may use a web beacon in the mail we send to you. Web beacons allow us to determine the number of people who open our emails. When you click on a link in an email, we may record this individual response to allow us to customize our offerings to you. Web beacons collect only limited information, such as a cookie identifier, the time and date of a page being viewed, and a description of the page on which the web beacon resides (the URL). Web beacons can be refused when delivered via email. If you do not wish to receive web beacons via email, you will need to disable HTML images or refuse HTML (that is, select text only) emails using your email software.

Cookies

A cookie is a small information file that the website places on the computer of website visitors. This website uses cookies so that we can distinguish between a return visit to a specific page and an initial visit. No personal data about website visitors is collected or stored via the scripts we use that count visits. A simple flat file database counts initial and return visits to the specific page.

Cookies may be session cookies that expire after you close your web browser. Or they may be “persistent” cookies that remain on your hard drive after you’ve exited our site. For example, if you permit us to remember a feature about you when asked by the website, such as your language preference, we might place a persistent cookie on your hard drive. That way, the next time you visit our site, we won’t have to ask you for that information again.

You may have software on your computer that will allow you to decline or deactivate internet cookies. If you do so, some features of this site may, in the future, not work for you. You can delete cookies by following the instructions on your browser’s website.

HOW WE USE THE INFORMATION WE COLLECT

Disclosure of Personal Information

The Alliance treats the personal information you provide as confidential. However, we may disclose this information to Alliance personnel or authorized medical providers and their staff who need it to, for example, provide treatment, pay claims, or administer the health plan (for example, to respond to your inquiries or to help you if you forget your password). The Alliance may also disclose your personal information to third parties when we believe it is required by law or necessary for us to administer the health plan (for example, to help us make benefit or eligibility decisions, help us resolve your grievance, help us pay claims, cooperate with regulatory agency’s oversight of the Alliance, or in response to a subpoena).

If you choose to participate in our health education programs, your personal information may also be used to allow us to send you customized health care information from time to time. We do not share personal information you provide on this website with the Alliance staff or with third parties, unless there is a legitimate business reason or unless required by law.

The Alliance will not use your personal information for any promotional or marketing purposes without your permission.

Medical Privacy (HIPAA)

The privacy of your medical information is ensured via federal and state law, including but not limited to the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and its Privacy Rule. The Privacy Rule provides federal protections for personal health information held by covered entities and gives patients an array of rights with respect to that information. At the same time, the Privacy Rule allows for the disclosure of personal health information needed for patient care, claims payment, health plan operations, and other purposes.

To better understand medical privacy and your rights, please review the Alliance Notice of Privacy Practices available on the Alliance website at www.alamedaalliance.org/privacy. (Adobe Acrobat Reader is required to view this file. To download Adobe Acrobat, please visit the Adobe website at <https://get.adobe.com/reader>).

For more about HIPAA and the privacy rights it guarantees, please visit the U.S. Department of Health and Human Services privacy page at www.hhs.gov/hipaa/for-individuals/index.html.

Opt-In/Opt-Out

You may be given the choice of receiving correspondence from the website and information from third parties, such as information on new products, health information, and educational information. To receive this information, you will have to "opt-in" by checking a box. If you do not opt-in, we will assume that you do not want to receive communications from us (or one of our third-party associates), and we will not send any information except that which we are required by law to send. You may opt out of receiving this information at any time. It may take the Alliance or the third party a short period of time to stop the mailings after you notify us of your wish to discontinue future mailings. The material you receive and this website will contain information on how to opt out.

Links to Other Websites

From time to time, the Alliance website and member portal may provide links to other websites, not owned or controlled by the Alliance, that we think might be useful or of interest to you. We cannot, however, be responsible for the privacy practices used by other website owners or the content or accuracy of those other websites. Links to various non-Alliance websites do not constitute or imply endorsement by the Alliance of these websites, any products or services described on these sites, or any other material contained in them.

Security

If you provide us with personal information, the information is kept in secured databases. This website has security measures in place to help protect against unauthorized access, loss, or alteration of information under our control. These measures include a secure firewall; the use of encryption when we send your personal information electronically; and the use of passwords to protect personal information and authenticate users, to name a few. Only Alliance personnel, authorized medical providers, and those administrative service contractors who have a legitimate business reason to access your personal information (such as those assisting us in enrollment or claims payment) may access your personal information.

Some areas of this website use encryption (data scrambling) to promote secure communication of personal information with you. Other areas of the website use no encryption. You can also check to see that the website address at the top of the browser is prefixed with https. The 's' indicates that this portion of the site is secured with Secure Sockets Layer (SSL) encryption software. If you are worried about the security of the website area you are in, you may want to provide personal information by phone or registered mail instead of electronically.

Despite these measures, the confidentiality of any communication or material transmitted to or from us via this site by Internet or email cannot be guaranteed. If you prefer, you may call or contact us by mail. Our contact information is located on **page 5** of this notice.

CHILDREN

The Alliance website is not intended for children. We do not knowingly collect any information from children under the age of 13. If we become aware that information is or has been submitted by or collected from a child under the age of 13, we will delete the information.

ADDITIONAL RIGHTS

You may have additional rights under applicable law that are not described in this policy.

UPDATES

Please review the Alliance Website Privacy and Security Notice periodically for changes and updates. The Alliance reserves the right to make changes to any section of this website, including this Website Privacy and Security Notice. To notify you of when this notice was last revised, please see the Last Revision Date section at the beginning of this notice. We will also post a notice of a change in the notice on our website. Any revised Website Privacy and Security Notice will apply both to the information we already have about you at the time of the change and any personal information created or received after the change takes effect. We encourage you to periodically reread this notice to see if there have been any changes in our policies that might affect you.

COMPLAINTS, QUESTIONS, CONTACT US

If you have questions, complaints, or concerns about our Website Privacy and Security Notice or our policies and practices concerning this website, you may contact the Alliance by:

Phone

Phone Number: **1.510.747.4500**

Toll-Free: **1.877.371.2222**

People with hearing and speaking impairments (CRS/TTY): **711/1.800.735.2929**

Email

Send a message to us at communications@alamedaalliance.org

U.S. Mail

Alameda Alliance for Health
Attn: Webmaster or Privacy Office
1240 South Loop Road
Alameda, CA 94502

