

UnityPoint Health® Insiders – Privacy Policy

OVERVIEW

UnityPoint Health is committed to providing quality health care and to maintaining a relationship with you that is built on trust.

UnityPoint Health has contracted with a third party service provider, Vision Critical Communications Inc. (VCCI) who develops and hosts the UnityPoint Health Insiders online opinion panel. UnityPoint Health and VCCI are committed to maintaining the security and confidentiality of all information provided by UnityPoint Health Insiders opinion panel members.

For UnityPoint Health and VCCI, respecting privacy is an important part of our commitment to panel participants and to the general public.

When you participate in the UnityPoint Health Insiders opinion panel, you can be confident that any personal information that you share with us will be protected by UnityPoint Health and shared only with VCCI.

Any time you participate as a respondent in one of our panel surveys, you can be assured that your individual responses will be kept confidential and never linked to your personal identifying information without your express permission. You are free to choose whether or not to participate in a panel survey, free to choose not to answer any specific questions and free to discontinue participation at any time.

This Privacy Policy is a statement of principles and guidelines describing the level of protections of personal information provided to panel members and the general public. The objective of this Privacy Policy is to promote responsible and transparent personal information management practices in a manner consistent with the provisions of the Health Insurance Portability and Accountability Act (HIPAA) as well as the Personal Information Protection and Electronic Documents Act (Canada).

This Privacy Policy will continually be reviewed to make sure it is relevant and remains current with changing industry standards, technologies and laws.

If you have any concerns about how your privacy is protected as a panel member, please contact UnityPoint Health's Corporate Office by mail at:

1776 West Lakes Parkway, Suite 400
West Des Moines, IA 50266
Attention: Consumer Insights Manager

OBTAINING CONSENT FOR COLLECTION, USE OR DISCLOSURE OF PERSONAL INFORMATION

The knowledge and consent of an individual are required for the collection, use or disclosure of personal information.

Participation by respondents in panel research is always voluntary. When a respondent agrees to participate in a panel, he/she gives consent to the panel survey by participating.

Any personal information collected from the profile questionnaire and any panel study is not disclosed to third parties other than VCCI.

A respondent is always free to choose whether or not to complete the profile questionnaire, whether or not to participate in a panel study, and whether or not to answer any specific questions. In addition, a panel member can discontinue participation at any time.

In obtaining consent, UnityPoint Health shall use reasonable efforts to ensure that a respondent is advised of the identified purposes for which personal information will be used or disclosed. The identified purposes shall be stated in a manner that can be reasonably understood by the respondent.

LIMITING COLLECTION OF PERSONAL INFORMATION

UnityPoint Health shall limit the collection of personal information to that which is necessary for UnityPoint Health's research study purposes. UnityPoint Health shall collect personal information by fair and lawful means. Panel members will only be required to submit personal information via the www.unitypointhealthinsiders.org secure website.

UnityPoint Health will collect personal information about an individual primarily from that individual or a member of that individual's household.

LIMITING USE, DISCLOSURE AND RETENTION OF PERSONAL INFORMATION

Only UnityPoint Health and VCCI personnel with a business need-to-know, or whose duties reasonably so require, are granted access to personal information about panel members.

UnityPoint Health and VCCI shall keep personal information only as long as it remains necessary or relevant for the identified purposes or as required by law. UnityPoint Health and VCCI shall maintain reasonable and systematic controls, schedules and practices for information and records retention and destruction which apply to personal information that is no longer necessary or relevant for the identified purposes or required by law to be retained. Such information shall be destroyed, erased or made anonymous.

SECURITY SAFEGUARDS

UnityPoint Health and VCCI shall protect personal information by security safeguards appropriate to the sensitivity of the information.

UnityPoint Health and VCCI shall endeavor to protect personal information against such risks as loss or theft, unauthorized access, disclosure, copying, use, modification or destruction, through appropriate security measures, regardless of the format in which it is held.