

## **Privacy Policy Statement**

**Last Revised: November 7, 2014**

Central Health Plan of California (CHPC), which owns <http://www.centralhealthplan.com> (the "Site"), takes your privacy seriously. To help you make an informed decision about using the Site, this privacy policy ("Policy") explains how we may collect, use, or disclose your personal information or other data through the Site. **We reserve the right to change the provisions of this Policy at any time. We will alert you that changes have been made by indicating on the Policy the date it was last updated. We encourage you to review this Policy from time to time to make sure that you understand how any personal information you provide will be used.**

### **What Is Personal Information?**

As used in this Policy, the term "personal information" means information that can specifically identify you (such as your name, address, telephone number, mobile number or e-mail address), or other information about you that is directly linked to personally identifiable information. Personal information does not include data we collect about the use of the Site or about a group or category of services or users, from which individual identities or other personal information has been removed. This Policy in no way restricts or limits our collection and use of aggregate information.

### **What Information Do We Collect?**

Active Collection: We may collect information you voluntarily provide to us, such as if you create an account, send us an email, fill out a form, register for an event, or provide or request information on the Site. Such information may include personal information, such as:

- Name
- Address
- Email
- Telephone number
- Other information you disclose

Personal and demographic information may also be collected if you provide such information in connection with creating a profile, submitting content, sending an email or using other features on the Site.

Passive Collection: We may also automatically collect some information when you use the Site, such as your Internet Protocol (IP) address, your operating system, the browser type, the address of a referring web site, and your activity on the Site. We treat this information as personal information if we combine it with or link it to any of the identifying information mentioned above. Otherwise, it is used in the aggregate only.

We may also automatically collect certain information through the use of "cookies." Cookies are small data files stored on your hard drive at the request of a website. Among other things, cookies help us improve the Site and your experience. If we link cookies to any personally identifying information, we will treat this information as personal information. If you wish to block, erase, or be warned of cookies, please refer to your browser manufacturer to learn about these functions.

However, if you choose to remove or reject cookies, this could affect certain features or Services on the Site.

### **Information Use, Sharing and Disclosure**

When you contact CHPC, we may keep a record of your communication to help solve any issues you might be facing. We may use your contact information such as your email or phone number to inform you about our services.

We may also use your personal information that you voluntarily provide to us to connect you with affiliated health insurance brokers that may better assist you in informing you about the available options you may have in obtaining health care.

We may employ third parties to perform Site-related services, including:

- Database management
- Maintenance services
- Analytics
- Marketing
- Data processing
- Email and text message distribution

These third parties have access to your information only to perform these tasks on our behalf.

We may disclose personal information when required to do so by a subpoena, court order, or search warrant. We may disclose personal information as we deem it appropriate to protect the safety of an individual or for an investigation related to public safety or to report an activity that appears to be in violation of law. We may disclose personal information to protect the security and reliability of this Site and to take precautions against liability.

We may share information about you in the event that the Site is acquired by or merged with another company or a similar corporate transaction takes place. However, the Site will notify you by placing a prominent notice on our Site or sending a notice to the primary email address specified in your account before your information is transferred and becomes subject to a different privacy policy.

In addition to the scenarios identified above, we may share information about you for any other purposes disclosed to you at the time we collect your information or pursuant to your consent.

### **Links to Other Websites**

Our Site contains links to other websites. Any personal information you provide on the linked pages is provided directly to that third party and is subject to that third party's privacy policy. This Policy does not apply to such linked sites, and we are not responsible for the content or privacy and security practices and policies of these websites or any other sites that are linked to from the Site. We encourage you to learn about their privacy and security practices and policies before providing them with personal information.

### **What Steps Do We Take To Protect Your Information Online?**

We take reasonable measures to protect your personal information in an effort to prevent loss, misuse, and unauthorized access, disclosure, alteration, and destruction. Other parties are not permitted to collect personally identifiable information about your online activities over time and across different Web sites when you use our Site. Please be aware, however, that despite our efforts, no security measures are perfect or impenetrable and there is no method of data transmission that can be guaranteed against any interception or other type of misuse.

### **What Choices Do You Have Regarding the Use of Your Information?**

You have choices regarding the collection, use and sharing of your personal information. You may "opt out" of receiving marketing or promotional emails from us by following the instructions in those emails.

### **Online Policy for Children**

CHPC does not knowingly collect any personal information from anyone under the age of 13. If we learn that we have collected any personal information from a child under the age of 13 without verifiable parental consent, we will delete that information from our database as quickly as possible. If you believe that we may have collected information from a child under 13, please contact us.

### **Questions?**

If you have any questions or comments about this Policy, please contact us.

**Policy Effective Date:** 11/7/14